A U.S. DEPARTMENT OF COMMERCE WEEKLY

International Commerce

June 23, 1969

U.S. tops Paris Air Show

International Trade Winds Newsletter

Company News

PAPER PRODUCTS—Scott Paper Co., Philadelphia, announced formation of Thai Scott Paper Co., Ltd., Bangkok, Thailand, on a 50-50 basis with a consortium of Thai interests. The new company will manufacture and market disposable consumer household paper products. Thai government approval was secured to establish the company and construct a paper mill which will begin operations in 1970. Thai participants are The Borneo Co., Ltd., and Berli Jucker Co., Ltd., who will serve as distributors for the new enterprise. This will be Scott's 16th overseas affiliate.

COMPUTERS—Sperry Rand Corp., Univac Division, Philadelphia, announced the formation of a new subsidiary to market and service Univac products in Spain. Headquarters for the new company will be in Madrid with additional offices in Bilbao and Barcelona.

BANKING—The Bank of America, San Francisco, opened a full-service banking subsidiary in the Grand Duchy of Luxembourg. The new facilities will engage in Eurobond and securities trading and the range of domestic and international banking services permitted under Luxembourg law. With the opening of this subsidiary, the Bank of America describes itself as the first bank to have full service facilities in all six of the European Economic Community countries.

AUTOMOBILES—American Motors Corp., Detroit, has signed an agreement with Peter Lindner GmbH & Co.,K.G. of Frankfurt/Main, allowing the German firm to act as exclusive importer of American Motor cars into West Germany. Seven models will be available on the German market.

INDUSTRIAL GASES—Air Products and Chemicals, Inc., Allentown, Pa., and Societe Generale de Belgique will build an industrial gas complex to operate under a subsidiary Air Products, Nederland, N.V. at Terneuzen, Holland. With an expected capacity of 2,200 tons per day of oxygen, nitrogen and argon, the plant is scheduled for completion in late 1970. Major users of the gases will be the Terneuzen Dow Chemical plant and an Air Products plant in Ghent, Belgium which will receive the gases by pipeline.

A reminder that free English translations of Libya's new 1969-74 national Development Plan are available through the Commerce Department's Foreign Production and Commercial Reports Service. The plan offers important sales leads to U.S. suppliers of many products. Requests for copies should be sent on letterhead stationery to Commerce Department, BIC/924, Washington, D.C. 20230. A list of the available studies relating to the plan was published in our May 26 issue.

A ticket to the moon was offered to the Latin American businessman as he visited a mobile trade fair in Mexico City, Santiago, Buenos Aires, Rio de Janeiro or Sao Paulo this spring. But Pan American World Airways—which is organizing a passenger list for its first commercial trip to the moon, however and whenever—was much more intent on selling the electronics equipment of the six U.S. companies whose displays it flew from city to city. Moon tickets sold: ???. Electronics sales: more than $800,000.

Export strategy begins with knowledge of overseas markets. Traders can look for useful data coming out of market studies now being made under 27 Commerce Department contracts in eight Western European nations. These Bureau of International Commerce studies are evidence of a new, accelerated pace by its market researchers. The pace will quicken further in the next year. Watch for the reports that will result. They are being grouped under the label of Commerce's International Marketing Information Service (IMIS).

Speaking of export strategy, the report "U.S. Foreign Trade: A Five-Year Outlook" published in April by the Bureau of International Commerce is already heading for its second printing. This assessment of broad trends in the '69-73 period costs $1, from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

A $1 million credit by the U.S. Export-Import Bank to the Yugoslav Agricultural Bank for relending to Yugoslav importers helped sell U.S. machinery at the U.S. Exhibition at the 36th Novi Sad Agricultural Fair. And it will continue to aid such sales in the months ahead. An Ex-Im loan officer was in Novi Sad for most of the fair, and another toured Yugoslavia prior to the event. Chase Manhattan Bank of New York also had a representative at the exhibition.

NOTICE: This information is offered to preview or provide informally brief and varied comment on Bureau of International Commerce worldwide export and investment promotions. It is not final and does not substitute for detailed know-how and analysis in our regular news columns.

U.S. Department of Commerce

Maurice H. Stans
Secretary

Rocco C. Siciliano
Under Secretary

K. N. Davis, Jr.
Assistant Secretary for Domestic and International Business

Harold B. Scott
Director, Bureau of International Commerce

Clarence M. Zens
Managing Editor

America A. W. Favale
Director of Graphics

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the cover

Rivaling the space exhibit at the Paris Air Show that closed June 8 was Boeing's giant 747 airliner, which made its maiden flight from Seattle over the North Pole to Paris through the cooperation of Pan Am. At the close of the show, 47 exhibitors representing 86 U.S. companies in the Commercial Components and the Industry/Institutional areas of the U.S. Pavilion reported sales of $430,000, with an additional $19.6 million worth expected in the next 12 months. See report on pages 2-3.

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TYPICAL CROWD LINES UP to view the U.S. Exhibit at the Paris Air Show. The U.S. display was show's top attraction, drawing 1,250,000 visitors in ten days.

U.S. exhibit was top attraction at Paris Air Show; firms expect $20 million in sales to result

Total of 5,500 trade visitors registered at U.S. commercial exhibit; Boeing's giant 747 jet, Apollo 8 also stirred interest

By C. ALPHONSO SMITH
Staff Writer, Office of Publications & Information, DIB

PARIS—The U.S. came out of the 28th Paris International Aerospace Exhibition with a record of having topped the show and topped its own performance in all of the previous 27 biennial events. The air show closed June 8 after drawing one-and-one quarter million spectators in ten days.

A total of 185 U.S. companies, nearly half of whom had space in the U.S. Pavilion, exhibited products ranging from metal castings to electronic instruments to the world's largest commercial airliner, and made sales that will be reflected in the Nation's balance of payments for the next three to five years.

At the show's close, 47 of the 61 exhibitors who represented a total of 86 U.S. companies in the Commercial Components and the Industry/Institutional areas of the U.S. Pavilion reported their sales had totaled $430,000 and that they expected an additional $19.6 million in business in the next twelve months.

(Also at the show's end, four major European airlines announced they had placed orders for 36 McDonnell Douglas Corp. DC-10 airbus airliners that aviation sources said would be valued at more than $500 million. Delivery of the planes was scheduled to start in 1972. The four European lines were UTA, KLM, SAS and SwissAir.)

(McDonnell Douglas exhibited three of its military aircraft on the flightline operated in connection with the U.S. Pavilion, but the DC-10 was not shown at Paris.)

The U.S. exhibition at the air show was coordinated by the Commerce Department's Bureau of International Commerce (BIC) with the cooperation of the Department of Transportation in managing the U.S. section of the flightline.

More than six of every ten of the 1.3 million persons who visited the nearly 25 acres of exhibits at Le Bourget Airport passed under the Saturn V "boat-tail" at the entrance of the U.S. Pavilion to see the lunar landscape, marvel at the size of the Lunar Module and stare at the re-entry-scorched command module of Apollo 8.

The reason that only 800,000 people visited the U.S. pavilion was a physical one; "we simply couldn't have crowded more through in the ten days," one Commerce official explained.

Rivaling the space exhibit as a crowd attraction was the Boeing Company's giant 747 airliner, which made its maiden flight from Seattle over the North Pole to Paris through the cooperation of Pan American World Airways.

The plane was visited by tens of thousands of persons, including French Prime Minister Maurice Couve de Murville.

BIC officials, comparing the end-of-show reports of the 1969 exhibition with those for the 1967 Paris Air Show, noted that this year's total of completed sales and expected future business was more than 14% higher. Participants in the 1967 event have reported a total of more than $24.1 million in new business as a direct result of that exhibition; 38%

more than they had expected when the show ended.

The registration of 5,500 trade visitors in the Commercial Components section of the U.S. pavilion, where greatest sales efforts were concentrated, reflected the success of the six month market development campaign that BIC had mounted throughout Western Europe. Personal calls were made on more than 600 government and private industry managers who control purchasing decisions in the aerospace field. This year's registration was 65% higher than the 1967 Air Show.

Just over one third of the 61 U.S. exhibitors had not been exporting to the Western European market, and at the end of the show they were negotiating with a total of 49 potential agents and distributors.

Exhibitors' comments about the 1969 Paris Air Show included:

"We are very glad we came. We have made about 40 new contacts"—Wang Laboratories, Inc. (computers).

"We anticipate good business. We have had appointments with 6-7 foreign airlines. We have had some direct sales although usually this takes one to two months."—REA International Corp.—(sales and distribution of electronic instruments).

"We are delighted we came. The arrival of the Boeing 747 and the comment of the pilot that our inertial navigation system made the flight 'easy' was a great plus for us."—AC Electronics Div. of General Motors—(inertial guidance system).

"We are delighted with the results we have obtained. We are in the middle of several discussions with companies in several countries and we expect one or two of these to be successfully concluded within the next ten days."—Butler Aviation International—(aviation services).

"We are very satisfied. We have made some excellent contacts with representatives from several countries. Our presence here has exposed our product to many companies."—Stresskin Products Co.—(all-welded Honeycomb sandwich).

(The 61 exhibitors who participated in the 1969 Paris Air Show are listed on the back cover of this magazine).

HIGH SPOTS OF SHOW included (top right) viewing of Boeing 747 after its maiden flight from Seattle; (center) visit by U.K.'s Prince Philip to the U.S. commercial exhibit; and (below) review of product displays by Alexander Davit (l.), Commercial Counselor at the U.S. Embassy in Paris; K. N. Davis, Jr., (second from left) Asst. Secretary of Commerce for Domestic and International Business, and (far right), Harold B. Scott, Director of the Commerce Department's Bureau of International Commerce, as Norton International officials demonstrate their firm's products.

GETTING THE WORD on computer use in the 1970's, European executives on UNIVAC's Capitals Tour pay rapt attention to a lecture in Williamsburg, Va.

Firm brings Europe to door

UNIVAC hosts 90 top decision makers in World Trade Week tour for business and fun

Take 90 decision-makers from European firms, universities and government, mix them thoroughly in a plane bound for an all-expense tour of several leading U.S. cities, sprinkle them liberally with data on the role computers can play in improving their organizations, and allow them to simmer quietly while talking over their mutual problems. Stir gently and sell.

That is the UNIVAC Division of Sperry Rand's recipe for acquainting its top potential overseas customers with its growing catalog of computer equipment.

As UNIVAC President R. E. McDonald told the group, "I hope that your visit will reinforce your understanding of UNIVAC and further emphasize our interest in you."

His message was simple: "By the time we reach the 1973-75 era, the manager who does not use management information system (computer) techniques will not be able to compete effectively in the marketplace. I am confident that our product—the computer—will become the catalyst allowing companies such as yours and mine to master the competitive challenges of multinational operations. We see the emergence of computer-cased worldwide management information systems now."

Billed as a Capitals Tour and timed to coincide with the nationwide observance of World Trade Week, the eight-day event took the visitors to New Orleans, one-time capital of France's Louisiana

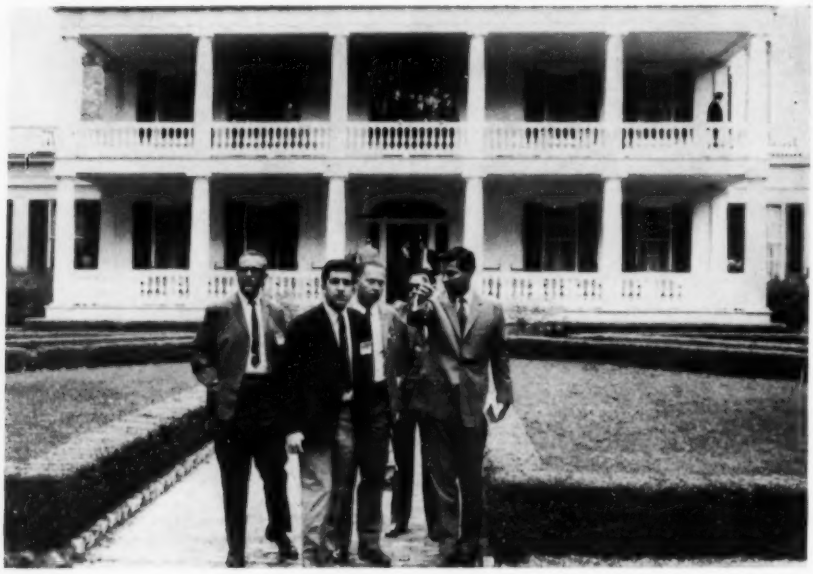
ROUSING NEW ORLEANS WELCOME by Olympia Brass Band (l.) got visitors off to a vigorous start.

MIXING PLEASURE WITH BUSINESS, tour members embark from buses (above) with cameras at the ready during a sightseeing tour; at right, above, UNIVAC equipment used by the Louisiana State Government in Baton Rouge is inspected, while at right, members of the tour's Spanish group are briefed on equipment capabilities at UNIVAC's world headquarters outside Philadelphia.

Territory; the UNIVAC installations used by the State of Louisiana in its present-day capital of Baton Rouge; the first capital of English-speaking America at Williamsburg, Va., for a series of lectures and discussions on planning for the role of electronic data processing in the 1970's; and three cities which have served as capital of the independent United States—Philadelphia, New York and Washington.

The group was recruited from Belgium, France, Germany, Italy, the Netherlands and Spain. They represented

AMUSED, STUDIOUS, OR THOUGHTFUL, the group was always fully attentive. Their high caliber was a strong argument in attracting top-flight speakers.



MULTI-LINGUAL TOUR GUIDES and instantaneous translations of lectures kept language problems at a minimum throughout the trip. Above, tour members visit a pre-Civil War mansion in Louisiana.

organizations which covered the whole gamut of computer usage—from complete non-use to heavily-computerized operations, and ranged in size from relatively modest firms to the Chairman of the Board of Iberia Airlines, the President of Sud Aviation, and the President of the Belgian Post, Telephone and Telegraph service.

Company's people, too

UNIVAC personnel from both sides of the Atlantic swelled the group's total strength to about 130. They were transported everywhere by chartered plane and bus throughout the trip, and furnished with instantaneous translations of all addresses. UNIVAC's European representatives, who must describe the equipment and its capabilities to other potential customers not fortunate enough to make the trip, were among the most enthusiastic questioners during plant tours and discussion periods. "I could have spent the whole week right here," said a member of the Dutch Group during a tour of the UNIVAC world headquarters plant outside Philadelphia.

What induces so large a group of top management talent to drop their company business at a time of someone else's choosing and embark on a tour of someone else's arranging? The main reason seemed to be the opportunity to find out how their peers are using computers, and to discuss mutual problems. In short, to find out what the other fellow is thinking and doing.

The size of the group also helped UNIVAC recruit first-class speakers, who might not have made themselves available for smaller groups or individuals, no matter how highly placed. The opportunity to talk to this group attracted such non-UNIVAC lecturers as: David Secunda, Vice President for Development of the American Management Association; George M. Perry, Second Vice President of the Travelers Insurance Companies; John D. Macomber, a director of McKinsey & Co., the New York management consultants; and Robert C. Cheek, Director of Management Systems for Westinghouse Electric.

Five AMA seminars to highlight world finance development

Meetings designed to cover varied problems at all experience levels

New developments in international finance is the theme for five seminars being sponsored by the American Management Association for financial managers during July and August in New York.

Two orientation and three workshop meetings are scheduled. AMA recommends team attendance at the orientation seminars, but will limit workshop registrations to 15 executives—only one from a company.

AMA said the meetings are designed to help answer questions like: when is the right time for a foreign acquisition; what are the advantages of borrowing abroad; is there a way to measure the profitability of an investment; when should local personnel be used rather than American; what sources of credit information are available, and which should be used?

Session for beginners

The orientation seminar "Fundamentals of Foreign Exchange for Beginners" is set for July 16-18, at AMA's New York headquarters. Executives to be co-chairmen for the meeting are: Stefan J. Rundt, president, S. J. Rundt & Associates; Fred Meer, vice-president, American Express Co.; Jan Gorski, manager, foreign exchange trading department, Chemical Bank New York Trust Co.; W. H. Koar, Jr., vice-president and secretary, Allied Bank International. A future session has been scheduled for Oct. 22-24 at AMA's management center in Chicago.

Another orientation, "Sources and Methods of Financing International Operations," is scheduled for July 14-16 in New York's Barbizon-Plaza Hotel. AMA says this one is designed for vice-presidents in charge of finance, treasurers and managers in the corporate treasurer's office. The meeting format will be presentation and discussion. Chairman of the seminar is Francis H. Schott, vice-president and associate economist, The Equitable Life Assurance Society of the United States.

Meeting format for the workshop seminars will be guided discussion with no presentations. All three will be conducted at AMA headquarters. Two of the meetings, "Coping With Foreign Exchange Problems in International Operations," July 16-18, and "Handling Minimum Distributions Under The 1962 Revenue Act," July 28-30, are designed for tax executives, accountants and others involved in international finance.

The third workshop, "The Financial Officer's Job in International Operations," July 30-Aug. 1, has been designed for controllers, treasurers and other financial executives who have prime responsibility for the administration of their company's international financial policies and procedures.

For additional information **write:** American Management Association, Inc., The American Management Association Building, 135 West 50th St., New York, N.Y. 10020. Tel. 212-586-8100. TWX 710-581-6530.

IN STOCKHOLM, mission members conferred at U.S. Embassy with officials there. Anthony Buchar, center, served as director of the mission to Scandinavia.

Automotive maintenance, servicing equipment trade mission reports on three Scandinavian markets

Second specialized group returns with 'unanimous approval' evaluation of Commerce-assisted vertical type of mission

The second of the Commerce Department's specialized or vertical trade missions is back in the United States after a productive two and a half weeks in Scandinavia.

The members' appraisal of this kind of mission—combining the advantages of both the official and the industry-organized Government-approved—is very much like that of the first group that returned a few weeks ago, from France: unanimous approval.

The business members of the Automotive Maintenance and Servicing Equipment Mission, representing a cross-section of the industry in the United States, went to Denmark, Sweden, and Finland to do business for their own companies. Although they defrayed their own expenses, the members were selected by the Commerce Department, which organized and programmed the trade mission.

A full schedule of appointments was set up with knowledgeable importers and dealers, Mission Director Anthony J. Buchar points out, and the members agree that they could not have visited so many potential customers without the excellent prior arrangements made. Buchar is Director of the Commerce Field Office in Chicago.

Only one of the mission members had previously traveled the area. The others, with only an occasional sale in the past, were relatively new to the market.

"This is the most effective and fastest way for any company to evaluate and establish a market in other parts of the world," said one member. "I for one am going to make a concerted effort in this area," said another, adding: "Our company name is well known and accepted here, and with a more competitive pricing structure we could capture our share of this market."

"That possible buyers were prescreened by the U.S. Embassy staffs in the three countries enabled the mission members to make optimum use of the selling time available," another emphasized.

Mission Director Buchar reviews the market areas visited as follows:

The three countries, with a population of about 18 million, have a car, truck and bus registration of nearly 4½ million. With a high standard of living prevailing in the area, motor vehicle sales appear to be increasing in 1969 after a couple of rather sluggish years.

In view of the high tax structure applicable to motor vehicles in all three countries, but particularly in Denmark and Finland, it is incumbent upon the owners of vehicles to keep them in good operating condition. The average life of a motor vehicle is much greater than that in the United States.

Rigid motor vehicle inspection procedures are set forth in each of the three countries. The Mission observed a government-operated vehicle inspection station in Stockholm—one of 120 such stations in Sweden—and were amazed to see in use the most modern equipment, both European and American. A unique traveling exhaust ventilating system of Sweden's own design-engineering was the

highlight of this modern inspection facility.

The Scandinavian businessmen would prefer to buy American motor vehicle servicing equipment. While there is some competition from some locally made products and products made in the EFTA countries, the more sophisticated equipment comes from outside sources. The primary countries of competition for the United States are Germany, Italy, and the United Kingdom. The Japanese are pushing very hard their sales of automobiles in Scandinavia, but Japanese servicing equipment was not in evidence.

Because of the excellent credit standing of most of the countries in the automotive maintenance and servicing field the use of the Letter of Credit is almost unknown. Sight drafts as well as 30-, 60- or 90-day drafts appear to be the most common method of payment, with open account generally afforded after some experience with the importing firms.

While English is generally understood by all the businessmen, it was pointed out that if a product may be used by the garage mechanic or even the do-it-yourself mechanic, instructions should be printed in Swedish as the most acceptable for covering the entire area. Careful translations are required since American mechanic terminology may not always be known in the same terms in Scandinavia.

The Scandinavian businessmen were hungry for knowledge of new equipment. Because of the labor shortage, more and more labor-saving devices are needed. This situation was ideal for the members of the mission, as most have equipment that can save the user time and money.

There are a minimum of the corner gas station repair shop facilities as we know them in the United States. A vehicle requiring more than simple needs such as wiper blades or fan belts must be serviced in a repair garage where the waiting time may be anywhere from several days to several weeks. Thus, vehicles must have constant preventive maintenance.

In Copenhagen, the mission members had a round-table discussion with key members of the Automotive Accessory Wholesalers and Automotive Importers Association. In Stockholm, another such round-table meeting with the Association of Swedish Manufacturers and Wholesalers and the National Swedish Association for Motor Trades and Repairs brought forth some interesting points of doing business in Sweden. In Helsinki, the mission members were guests of the Management of the International Motor Show (just opened upon the mission's arrival) which featured motor vehicles, maintenance and servicing equipment, tools and accessories.

Mission members were unanimous in finding that the potential volume of trade with Denmark, Sweden and Finland is considerable. Unless the exporter covers the market at least once a year by personal visit, however, the full potential will not be realized. All equipment and materials in the servicing and maintenance of motor vehicles should find acceptance, with competition more severe in some than in others.

It would be a serious error to appoint one dealer or distributor to cover the entire area. While Scandinavian businessmen travel from country to country on occasion, it is not likely that complete coverage can be obtained without individual representation in each.

BRAKE, WHEEL SERVICES

Mission member James V. Cannistraro, who is Vice President for National Accounts and Sales, AMMCO Tools, Inc., North Chicago, reports:

My purpose for attending this mission was primarily a fact finding—market analysis—assignment. We presently have distributors in the Scandinavian countries as we do throughout the entire free world; but we feel that we are not receiving our share of this ever expanding market for brake and wheel services.

Communications through our present method of agency representation are poor. These people are eager for products and marketing know-how. We have allowed European manufacturers to imbed themselves in these countries with equipment that is good but not up to American manufacturing standards. I feel that if the U.S. manufacturers would spend more time and efforts aimed at these markets a tremendous volume of good business would be in the offing.

REFINISHING

Richard B. Limbacher, Vice President and Sales Director, Limbacher Paint & Color Works, Inc., Mount Vernon, N.Y., says:

While the automotive refinishing field is growing rapidly in the Scandinavian markets, it is controlled by the English and German paint companies. I found that Dupont is the only U.S. firm attempting to establish a factory in Sweden, but at this time penetration is limited.

As a member of the European Free Trade Association, the English are able to enter the market without payment of any duty, whereas Germany and the United States have duties amounting to 10 or 12%. However, trucking costs from Germany are less than from the United States and service from Germany is much faster.

There are only a few American-made cars in comparison to other foreign cars and unless a U.S. paint company has a complete factory-packaged foreign paint line, it should not enter this market.

Packaging and product identification are different than in the United States. The European uses the metric system; the United States, liquid measure. Enamels are identified as "synthetic lacquer", and other items have product names which are not used in the United States.

The market consists of enamel, lacquer and a little acrylic lacquer. There is considerable oven baking at 80°C, therefore enamel is used in greater quantity than lacquer or acrylic lacquer. Actually, the oven baked method is holding back advancement of acrylic lacquer and other new refinishing procedures.

Most enamels appear to be made from long oil alkyds, as they dry slowly in comparison to the enamel used in refinishing in the United States.

I personally believe another major paint company could compete in this market, by using the "American know-how" geared to the European market. The potential is great but it does require investment and knowledge of the market.

I have been able to achieve my goals on this trade mission, as I was interested only in promoting a few specialty refinishing items. Distributors have been established in each country visited, plus one in Norway.

AUTOMATIC MACHINERY

Export opportunities are fair to good in all three countries, says Dean W. Morrison, Director of the Overseas Division, Bear Manufacturing Co., Mt. Prospect, Ill., for the following products and equipment:

Advanced-style collision damage repair equipment for passenger cars; exhaust analysis and pollution control devices; brake repair-shop machines; sophisticated front-end wheel alignment measuring and read-out sets, without racks or lifts; brake shoe/block (and clutch) relining machines; balancing machines, such as industrial type for engine rebuilders and special models to balance wheels on-the-truck or bus; refrigerated air-conditioning equipment for commercial vehicles; new variations that save time and manpower. The need is for as much automation or automatic

machinery as possible, Morrison says. His report continues:

The importance of sole importing distributorship rights seems to be lessening. There seems to be a tendency to be rather more selective than heretofore, with brand name loyalty by importer to his foreign supplier trending downward.

In otherwise seemingly efficient service shop operations, often the equipment was old in need of upgrading or replacement. Electrical and measuring equipment must be made to conform to local codes and standards such as AC50/220/1-phase electricity. Safety requirements are rigidly enforced, especially in electrical portable devices and tools that may find their way into home workshop usage.

IN COPENHAGEN, mission met with Automotive Accessory Wholesalers, Automotive Importers Ass'n.

SPECIAL EQUIPMENT

Paul E. Moss, President of Paul E. Moss & Co., Inc., New York, comments on the demand for special equipment not available locally:

While most export markets are difficult for many American exporters to penetrate because of our high U.S. prices the Scandinavian markets of Denmark, Sweden and Finland present a more unique problem than most of the other European markets.

Arrangements under EFTA give these markets a means of trading among themselves and with the United Kingdom as well, so that American manufacturers have to contend with the special tariff allowances that somewhat change their landed costs in competition with locally fabricated products.

A substantial number of automotive maintenance/servicing equipment items are being made in the three countries and to those users who look first at prices and not so much at quality or performance, it is difficult to sell. There are, however, discriminating customers who prefer the U.S. product and favor it over the lower priced locally manufactured item, its superiority is proven.

The best opportunity the U.S. producer has of getting into this market area is to offer something not locally available in design, construction, and versatility. Many well established importers and distributors are looking for machines not presently used in the market.

Heavy duty vehicles such as trucks and buses play an important part in the economy of the countries in Scandinavia. Prospects are good for developing a volume of business in equipment or accessories for such vehicles. For example, we have a better opportunity of selling a high priced machine or system to straighten truck and bus frames and bodies because it is a sophisticated piece of equipment that can do the job fast (about one-tenth the time that it now normally takes) and accurately, and saves labor and time off the road for the vehicle.

In analyzing the countries from a competitive standpoint, one must not overlook the considerable volume of business carried on in these countries by the United Kingdom. England, and Germany, are constantly in touch with these markets and are serious competitors.

Italy has recently entered these markets with low prices on all types of maintenance and service equipment. In brake drum and disc servicing, and in grinding of heads and blocks, the Italians are doing an excellent job with good equipment at competitive prices. Wheel alignment, front end work, brake testing and the latest in tune-up equipment is being offered in the local markets for general distribution throughout Scandinavia.

For example, in Denmark, a well known manufacturer of wheel alignment and engine test equipment—and much of it highly sophisticated—has done a substantial job not only in other Scandinavian countries but in other European and South American markets as well. It is possible that 80 to 90% of his volume leaves Denmark for export, whereas an American producer of similar equipment ships maybe 5 to 7%.

SELLING, DISTRIBUTION

Selling in the Scandinavian markets is not really different from selling in any other highly developed market, according to Hans P. A. Mueller, International Marketing Manager, Engineered Motor Products, Inc., Riverside, Calif. U.S.-made products are generally well received and enjoy a good reputation. Nontheless, the Scandinavian businessman will buy only if:

- ► the product is of the best quality;
- ► price is competitive, although the "Made in USA" label does generally enable the U.S. product to compete with less expensive products of other foreign origin;
- ► delivery can be effected within a reasonable time. U.S. manufacturers in the western half of the United States would be well advised to quote Scandinavian customers f.o.b. U.S. East Coast, as shipments from the West Coast via the Panama Canal have almost 8 weeks transit time to Finland, for example.

The continued tariff reductions on U.S. goods through Kennedy Round agreements will enable the United States to compete more favorably as time goes on. Japanese industry is becoming increasingly active in the Scandinavian markets. Japanese-made products, notably automobiles, are readily available and fast becoming known as quality products.

Distribution in these countries closely resembles U.S. practices. The manufacturer sells to the distributor (importer), who in turn supplies the retailer.

Generally, one importer-distributor per country is appointed as the individual Scandinavian markets are not large enough to support more than one. This does not mean that the market is small; on the contrary, these countries represent a potentially very good market and if more U.S. manufacturers would actively promote their products, many more could be sold.

U.S. businessmen should take advantage of the services of the U.S. Government and participate in a trade mission for 'instant success,' Mueller concluded.

A GENERAL MOTORS DIESEL locomotive (left) is loaded into a M.S. Christen Smith hold for shipment to the Taiwan National Railway from Chicago, and (right), Verson Steel Press Co. products are boarded for shipment to international ports from the St. Lawrence Seaway's turn-around point at Chicago.

ST. LAWRENCE SYSTEM ANNIVERSARY

Seaway's first 10 years aided industrial exporters

Products' share of traffic now at 16%, topping original expectations; examples of use given

Industrial producers can cut themselves a bigger slice of the St. Lawrence Seaway's 10th birthday cake than the system's founders envisioned for them. Specialty oils and lubricants out of Erie, mammoth earthmovers out of Cleveland, still bigger cranes out of Toledo, autos and other vehicles out of Detroit, gasoline engines out of Milwaukee, diesel locomotives out of Chicago—the movement of such products has reached 16% of total Seaway tonnage instead of an expected 10%.

As the Seaway enters its second decade during these final days of June, 1969, the area's businessmen, transport leaders and port officials know, however, that there is plenty of room for a greater flow of exports through the system.

Seaway authorities, looking at what they call the 12-state Great Lakes tributary area, note that $3 billion of agricultural products are being produced there for export, and $7.6 billion in manufactured products. But the actual value of all exports through Great Lakes ports is $1.2 billion, or about 11% of the potential for the region.

An INTERNATIONAL COMMERCE sampling of some of the system's industrial users produced comments about savings in money and time.

V. J. Borland, Quaker State Oil Refining Company's export manager, said of the port of Erie that it "has given refiners and manufacturers in Western Pennsylvania the opportunity to bceome more competitive abroad. Careful handling and close cooperation have been a byword at this port. We initiated our 1969 Seaway shipment via the port of Erie with a consignment of 80 tons of branded lube oil for Norway."

D. M. Blanche of the Lubrizol Corp.,

St. Lawrence Seaway Cargo Tonnage
(tons of 2,000 pounds)

Pre-Seaway	Total	Westbound	Eastbound
1958	11,762,100	4,670,247	7,091,853
Seaway opened 4/25/59			
1959	20,593,142	10,949,851	9,643,327
1960	20,310,346	8,781,621	11,528,725
1961	23,417,720	8,234,491	15,183,229
1962	25,593,600	10,879,496	14,714,104
1963	30,942,890	13,540,043	17,402,847
1964	39,309,029	18,526,246	20,782,783
1965	43,382,864	22,115,541	21,267,323
1966	49,249,358	25,773,735	23,475,623
1967	44,028,638	26,743,151	17,285,487
1968	47,953,850	30,386,949	17,566,901

Wickliffe, O., a manufacturer of chemical additives for lubricants and fuels, says his company is a regular Seaway user "because substantial inland freight savings are realized by it." The additives, in 55-gallon drums, move in large quantities from Cleveland to customers in most countries of the free world.

The Cleveland Trencher Company's export manager, E. J. Kysela, said: "We have steadily increased our use of the port of Cleveland since the Seaway opened the way for the larger ocean vessels to come in to the Great Lakes. We have been able to effect substantial freight savings for our customers, and also save production time. It usually takes five to seven days via the East Coast. By using the port of Cleveland we can finish a trencher in our plant one afternoon, have it picked up the next morning for delivery to the docks, loaded aboard the vessel and have the ship on its way that same day. Other advantages are, less handling involved and better control of the shipment."

Max Pearch, general manager of Rex-Radiant, Inc., a manufacturer of gas-fired infra-red industrial burners in Cleveland, told of a first export shipment valued in excess of $10,000 his company made to the paper industry in Norway. The shipment, of about 7,000 pounds, was loaded on May 23 in response to a purchase order made only eight days before. He said that shipping from the port of Cleveland saved the customer about $250 in inland freight and pier delivery charges. Even more importantly, Pearch said, Rex-Radiant was able to control the shipment and guarantee quick delivery, to Oslo only 26 days after receipt of the order.

E. R. Corus, merchandising manager of Meyer Products of Cleveland, makers of snow and ice control equipment, declared that "the Seaway has had a tremendous impact on our overseas growth and we're pleased to have had a share in its operation." Access to European markets via the Seaway and an aggressive marketing operation based on Utrecht, The Netherlands, have given Meyer snow plows high sales in Europe. Corus noted specifically that West Berlin, Belgrade and Amsterdam rely heavily on Meyer equipment, sent to them via the St. Lawrence system.

Another Cleveland machinery maker, Euclid, Inc., a subsidiary of White Motor Corp., said that its use of the Seaway to ship its earthmoving equipment has resulted in major benefits. "We profit in many ways," asserted J. M. McEntire of Euclid, "one carrier for the entire distance, less chance of damage in transport, reduced costs and a host of other reasons."

At Toledo, the Anderson Company of Maumee, O., which has been shipping corn out of elevators, has turned to the port's general cargo complex to ship processed corn cobs in containers. The product, called Grit-O'-Cobs, is used in the metal parts industry as a finishing, polishing, cleaning and deburring agent. A 23-ton shipment recently went by container and the Seaway to a plating supply firm in England.

Also at Toledo, the Baldwin-Lima-Hamilton Corp. of Lima, 80 miles south of Toledo, has been shipping massive items, including a crawler crane for Wales that had a 42-ton rotating assembly, and a 250-ton dragline going to a diamond mine in Sierra Leone, West Africa.

Compressed air equipment exported

The Aro Corp. of Bryan, O., making an assortment of equipment that uses compressed air, exports a wide range of products through the Toledo port. "We feel that the large overseas industrial markets offer tremendous growth possibilities for our organization," declared Aro export manager William Moran. "The Port of Toledo has proved to be an economical vehicle in reaching these areas. The people working at the port know our problems."

At Detroit, the port's largest user, Chrysler Corp., shipped about 60,000 cars and trucks during the 1968 season, down slightly from the 1967 total.

"We have started to ship a lot more in packs, which contain less than 50% of the components of a finished car," explained Chrysler's export-import traffic manager. Shipping in packs has become possible because of expanded port facilities at Chrysler operations around the world.

A large volume of Chrysler shipments from Detroit go to Australia. Other destination points for Chrysler shipping from Detroit include South Africa, The Netherlands, Venezuela, Brazil, Argentina, Denmark, Sweden, Norway, Finland, Israel, and Kuwait. Shipments from other U.S. ports go to Pakistan, India, Iran, Iraq, Lebanon, Colombia, Chile, and Peru.

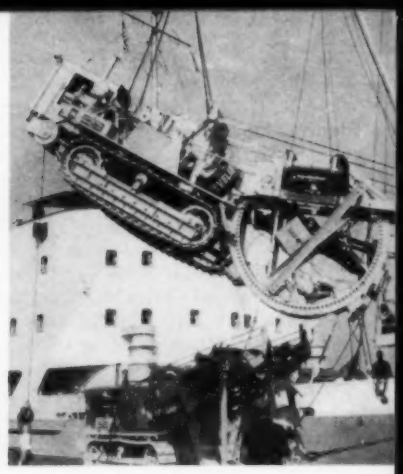
The unassembled, or knocked-down, cars and trucks are crated components packaged to occupy minimum space and still withstand rough handling and extreme climatic conditions in transit. Two export-import facilities on Detroit's West Side box the components at a rate of 500 to 600 units per day.

Boxed cars and trucks and "packs" are shipped to Chrysler's subsidiary and associate companies throughout the world, where they are assembled for delivery to customers. Some built-up vehicles are sent directly to Chrysler International distributors.

Hundreds of exporting companies in Milwaukee, throughout Wisconsin, and in 20 states west of Lake Michigan, are regular exporters through the Seaway via the port of Milwaukee. In 1968, 211 export companies in the Milwaukee area and 677 inland made a total of 888 export companies in the Midwest shipping over the high seas through the Milwaukee port gateway.

Such individual giants as Allis-

PORT OF TOLEDO'S OVERSEAS CARGO COMPLEX (below) consists of 125 fully-developed acres, including nearly a mile of straight-line wharf. The facility provides berthing for as many as eight ships.



THREE CLEVELAND MANUFACTURERS of heavy equipment using the Seaway include Meyer Products, (left) shipping snow plow parts; Euclid, Inc., (middle) specialists in earth-moving equipment; and Cleveland Trencher Co. (right), whose trenchers are shown being shipped to Istanbul, Turkey.

Chalmers, A. O. Smith Corp., Bucyrus-Erie, Harnischfeger Corp. and Aqua Chem regularly export large tonnages of massive machinery, including cement mills, turbines, power plants, road building equipment, farm implements, cranes, dredges, and desalination equipment.

Another prominent exporter, Briggs & Stratton, is literally filling the docks at Milwaukee with tens of thousands of gasoline engines, going to every port of the world, as does Wisconsin Motors Corp.

The Milwaukee area's exporting firms have developed a number of substantial reasons to use the nearest available export gateway, and the Seaway shipping route. Savings in net transportation costs are seen as a major factor. A short haul by rail or truck to the nearby port is mentioned. Since ocean freight rates from Lake Michigan ports are often at the same level as the Atlantic rates, or very slightly higher, there is a substantial inducement, and a substantial saving in overland freight.

NORTHWEST ENGINEERING CO'S. Green Bay branch loads shovels at Milwaukee bound for Israel.

Sometimes a foreign buyer will specify shipment via Seaway with freight being paid by him at the receiving end, in the currency of his country. This technique is to conserve dollar supply. Other inducements are the single handling of valuable cargo at the lake port of origin and the overseas port of destination use of domestic packages, and often a net advantage in marine insurance coverage cost.

Small or medium sized exporters are showing a healthy growth rate through the Port and through the Seaway trade route. Bruner Corp. of Milwaukee, a division of Calgon, ships water softeners. Between 1966 and 1969 its export volume through Milwaukee increased 500%.

Huebsch Manufacturing Co. and its Sahara Products Division ship laundry equipment, with 48 separate shipments recorded in 1968 to Europe, the Mediterranean, the British Isles and South Africa.

Another example of growth is the Archie Ladwig Co. of Waukesha, a division of Crown Cork & Seal Corp. In 1968 Ladwig made three shipments of bottle-washing equipment totaling less than 100 tons. Its export business has flourished to such a degree that it is scheduling export movements weekly or oftener on ocean ships out of Milwaukee in 1969.

Volume at Milwaukee's port is soaring because of the advantages of the Seaway route; the export sales ability of Wisconsin companies; and the sustained demand overseas for high quality industrial products from Milwaukee, from Wisconsin, and from the Midwest.

At Chicago, the Seaway's turn-around point, companies such as Verson Steel Press Co., in close proximity to Calumet Harbor, have boosted the use of the system. Verson shipped 8,000,000 pounds of metalforming machinery in 1968.

"The Chicago seaport has done a great deal to enhance the business climate in Illinois and contribute to the growth potential for those industries and commercial institutions seeking world-wide markets for their products and goods," said B. B. Brownell, vice-president of General Motors and general manager of Electro-Motive Division in LaGrange, Ill.

Through the General Motors Overseas Operations in New York, Electro-Motive Division builds Diesel-electric locomotives for the world markets. In July of 1966, the "most valuable" cargo ever to leave the Chicago seaport was a single shipment of 43 locomotives valued at $6 million, for the Taiwan Railway Admin.

Another maker of heavy machinery, Northwest Engineering Co. of Chicago, has used the Seaway since its opening and has experienced reduced costs and shipping. Northwest, with a factory in Green Bay, Wis., ships through Milwaukee. Use of the Seaway has reduced the need for much of the dismantling needed at other ports, particularly in the case of the larger machines. Elimination of rail clearance problems has cut shipping time, according to Northwest officials.

Chicago accounts for about one-third of the Seaway's exports and nearly half of the imports. Annually over 3 million tons of export-import cargo with a value of over $500 million are moved through the port.

June 26, 1959, marks the date when Queen Elizabeth, President Eisenhower and now-President Nixon dedicated the St. Lawrence Seaway. To punctuate that start, the Governors of Illinois, Indiana, Michigan, Minnesota, New York, Ohio, Pennsylvania and Wisconsin, and the Premier of the Provinces of Ontario, Manitoba and Quebec, have joined in a program noting the significance of the Great Lakes-St. Lawrence Seaway system in domestic, Canadian-U.S., and world trade.

Prime Minister Trudeau and President

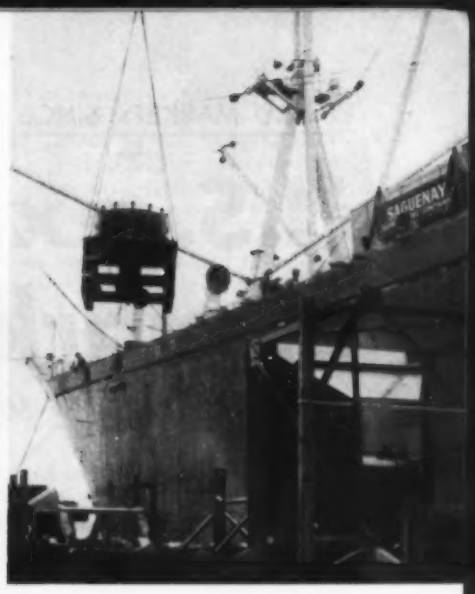
Nixon are expected to participate in simultaneous ceremonies at Montreal and Sault Ste. Marie, respectively, on June 26. Several regional observances will be held, culminating in a concluding or "wrap-up" event at Detroit-Windsor on July 7.

The St. Lawrence Seaway penetrates 2,342 miles into the heart of North America, serving its industrial and agricultural heartland. Its tributary area sustains 61 million people, and through the Seaway's 50 ports flow tonnages of bulk and general cargoes—iron ore, coal, agricultural and manufactured products.

As its traffic reaches the original planned peak of 50 million tons of cargo annually, the Seaway system edges upward toward a presently estimated capacity of 69 million tons. Improved facilities, operating procedures, more modern ships and cargo shipping pressures dictate the steadily rising tonnage.

In 1958 the first Tolls Committee established an objective of 50 million tons of cargo, to be reached in the initial ten years. The old 14-foot St. Lawrence system in the 1950's carried 12 million tons annually; in the first year of operation of the 27-foot Seaway, cargoes soared to 20 million tons; 1966 saw an all-time high of 49.2 million tons; and in 1968, despite a three-week strike, the Montreal-Ontario section of the Seaway carried 48 million tons and the Welland Canal section 58 million tons.

The growing movement of containers to ports like Toronto, Hamilton, Cleveland, Toledo, Detroit, Milwaukee and Chicago is seen as evidence of progressive attitudes of Great Lakes shippers in furnishing and operating facilities adaptable to the most up-to-date techniques in cargo handling. Just as the large 730-foot lakers now being used, and the larger vessels—up to 1,000 feet—are being tailored for the interlakes trade, so are the ocean vessels which usually bring steel imports into the Seaway, and return with grain, some containers, and scrap metals. These vessels have been specifically designed for Seaway service, and more are abuilding, each of which will carry 400 containers.



THE ANDERSON COMPANY (left) uses Toledo's Seaway for shipping processed corn cobs in containers and the Baldwin-Lima Hamilton Corp., located 80 miles south at Lima, ships a stone crusher to Venezuela (right).

The Toledo-Lucas County Port Authority's port complex of some 125 acres, before the Seaway, was an unused marshland. In 1967 nearly 500 ocean vessels called at this facility and other terminals in the port of Toledo. Along with the general cargo traffic, many of the overseas ships loaded grain. An example of the Seaway's impact is seen here—before it opened, not a single bushel of grain was exported overseas from Toledo. Now the port has three waterfront grain elevators, and last year their exports were at a record level, approximately 80 million bushels, with most of this export grain going to overseas destinations.

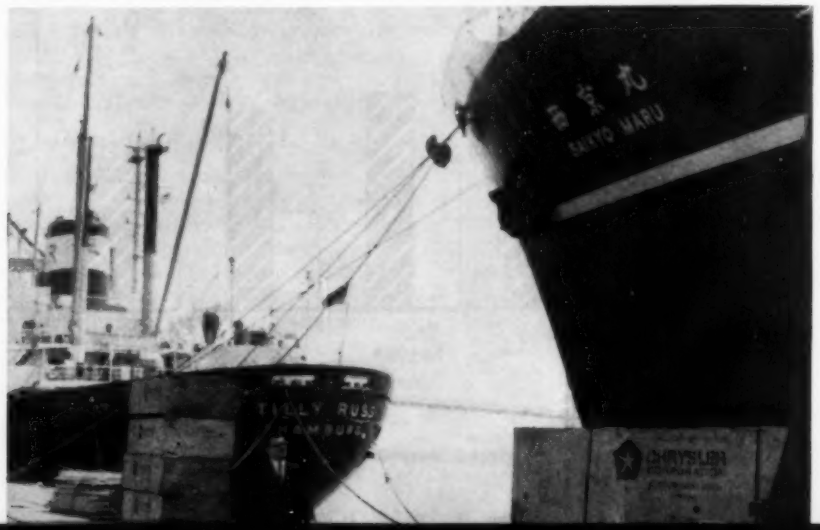
Many lake ports complement one another. Vessels bringing steel to Detroit sometimes move on to Toledo for a cargo of grain. Cleveland and Toledo play similar complementary roles; and Cleveland realized its first million-ton season for overseas trade in 1968.

Foreign flag vessels have accepted the opportunity to serve the Great Lakes trade, with about 1,180 vessel trips into the lakes in 1968. Efforts continue to attain a guaranteed ten-month navigation season, to improve locks and navigation facilities, to generate additional waterborne cargoes, and to establish an equitable operating procedure for the Seaway in keeping with the overall national policies of the United States and Canada. More than 30 nations now use the Seaway.

Analyses of the various elements to establish the true interrelationships of the Seaway system are now under way, to furnish information for policy makers and trade developers.

"Just as transportation requirements thrust upward so must our activities in the port tributary areas and with our existing and potential Seaway users increase to encourage the use of the Seaway. The Seaway is a marketing tool, important today and even more so tomorrow. Modal and geographic competitors will learn that there is more than enough business to go around, and that we must integrate our transportation systems and capabilities to forestall, bringing it 'near collapse'," sums up a Seaway spokesman. "The growth in the use of the Great Lakes-St. Lawrence Seaway system depends on increasing requirements for transportation services in the world economy and basic economic precepts, rather than on diverting present-day cargo volumes from carriers and port ranges now operating," he concludes.

CHRYSLER CORP. SHIPS A LARGE VOLUME of its export cargo from the Detroit Seaway (below) to Australia. As the port's largest user, Chrysler shipped about 60,000 cars and trucks in 1968.



U.S. export pace lags in market for chemicals

Shipments increase by 50% to $2.8 billion, but foreign suppliers' gain reaches 85%

Stimulated by rising demand for a wide and growing variety of products, world chemical exports expanded more rapidly than shipments of other types of manufactures between 1962 and 1967.

U.S. deliveries of virtually all leading chemicals also advanced but generally at a pace well behind that set by other major suppliers. As a consequence, our share of the foreign import market deteriorated by over four points to 23.7%.

Despite this setback, the United States retained by a narrow margin its position as the ranking exporter of chemicals. Moreover, U.S. foreign subsidiaries have recorded substantial sales increases in local and third country markets.

In 1968, this country regained some of the lost ground as our share rose by half a point to 24.2%. Detailed data by commodity are not yet available.

World chemicals boom

Chemical exports from the United States and 13 other leading suppliers rose to $11.8 billion in 1967, an increase of three-fourths above their 1962 value. Shipments from these exporters represented an estimated 85% of international trade in chemicals in that year. An additional 10% was shipped abroad by the Soviet Union, the world's second largest producer.

Nearly all types of chemicals participated in the advance. Organic chemicals and plastic materials, the two largest-valued lines, doubled in value and together made up about half the total increase in exports. Shipments of organics climbed to $2.7 billion in 1967, while sales of plastic materials totaled over $2 billion.

Exports of most other groups of chemicals showed gains in the 55% to 65% range. Principal among these items, each of which accounted for at least a billion dollars in world trade, were medical products except antibiotics; inorganic chemicals; dyes, tanning, and coloring products; and pesticides.

As wide-ranging research has uncovered a multiplicity of uses for chemical products—in industrial processes, in agriculture, and in the home—a seemingly boundless demand has been generated. The versatility of polyethylene, for example, has contributed heavily to the expanded market for chemicals, as have the increasing requirements for synthetic fibers.

U.S. exports sluggish

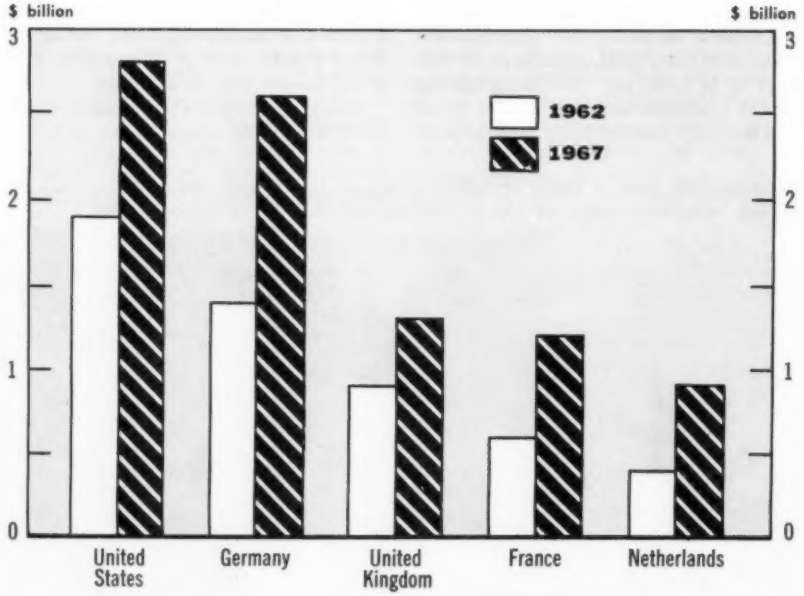
Advancing by only 50% in the five-year period, considerably more slowly than the 85% gain of foreign suppliers, U.S. exports of chemicals reached $2.8 billion in 1967. As a result, the lead over our nearest rival, Germany, fell from $500 million to $200 million. Our share of the world import market outside the United States thus fell from 27.9% to 23.7%.

The U.S. share setback amounted to a loss of around $500 million in sales, or nearly 18% of chemical exports in 1967. The adverse effect would be reduced to only half that amount, however, when computed on a weighted basis—that is, by summing the dollar equivalents of changes in our share in each type of chemical exported to each world market area.

The relative position of American exporters improved in fertilizers, moved erratically in antibiotics, and declined in other types of chemicals. Stimulated principally by AID financing, this country's exports of fertilizers grew to $231

German gains narrow U.S. lead in chemicals

Exports of chemicals by major suppliers



U.S. loses ground in exports of major chemicals

Commodity group	Exports of chemicals: Value in 1967 — World	Value in 1967 — U.S.	Change from 1962 to 1967 — World	Change from 1962 to 1967 — U.S.	U.S. share index 1962=100
	$ million	$ million	$ million	$ million	
Total	11,817	2,803	+5,098	+927	85
Organic chemicals	2,658	749	+1,353	+345	91
Plastic materials	2,188	473	+1,094	+157	75
Medical products except antibiotics	1,321	232	+ 481	+ 27	72
Inorganic chemicals	1,208	350	+ 482	+129	95
Dyeing, tanning, and coloring products	958	109	+ 374	+ 31	85
Fertilizers	934	231	+ 337	+132	151
Pesticides	379	83	+ 142	− 14	53
Essential oils and perfumes	197	44	+ 71	+ 5	71
Antibiotics	147	56	+ 55	+ 21	101
Coal tar distillates	60	28	− 10	− 26	60
Other chemicals	1,765	449	+ 717	+120	81

million, nearly two and one-half times as fast as the world average. The strong performance raised our share by more than 8 points to 25% and enabled this country to displace Germany as top exporter.

Although the 1967 U.S. share of the antibiotics market was virtually unchanged from the 1962 portion, it was lower than in most of the intervening years. U.S. subsidiaries abroad, foreign government protection of infant pharmaceutical industries, and overseas regulations governing drug imports have served to dampen U.S. export activity in this product.

Despite an 86% increase in exports of organic chemicals to $749 million, U.S. suppliers were unable to match the pace set by competitors. Our position improved from 1962 to 1964, then deteriorated steadily in the following years. The principal slippage was in West European markets, where manufacturers, including many U.S.-owned firms, have tended to locate new plants near coastal oil refineries. The resultant lower raw material costs and nearness to burgeoning markets gave European chemical plants an advantage over those based in the U.S.

Inorganic chemicals share slips

This country remained the principal supplier of inorganic chemicals, but its share of the market dropped moderately. Although strengthening their already dominant position in Canada and gaining a bit in the American Republics, our exporters fell behind elsewhere, especially in Western Europe and Japan.

Germany displaced the United States as prime world exporter of plastic materials in 1967 as our standing fell precipitately. More attractive credit terms offered by other suppliers have been a factor in our decline in this market.

In contrast to an uneven performance in antibiotics, our standing in sales of other medical products suffered a marked setback. U.S. exports showed only a small rise, while other suppliers recorded substantially higher shipments. U.S. performance was also weak in dyeing, tanning, and coloring products, where our domestic firms were generally not competitive. Their small share of the market dipped further in the five-year period, despite AID financing of some items. This erosion was related in part to rising sales by U.S. plants abroad.

The establishment of American subsidiaries overseas has had the effect in some cases of limiting new or traditional markets for chemicals shipped from the United States. These markets, however, would not necessarily have been developed or retained had the subsidiaries not been set up. The well-established German, British, French, and Italian chemical firms are geared not only to cater to domestic markets but also to sell an important part of their production abroad.

Moreover, many have also built plants in lucrative markets beyond their own borders. As a consequence of intense competition from these sellers, U.S. companies have often had to develop manufacturing facilities in other countries as a defensive measure to preempt or preserve outlets.

U.S. share drops in Europe

World exports of chemicals to developed areas rose by over four-fifths from 1962 to 1967, a considerably faster rate than to developing nations. U.S. shipments, in contrast, grew slightly faster to less-advanced nations than to the industrial group. As a result, the U.S. share improved moderately in developing markets but fell sharply elsewhere, principally because of our relatively poor performance in Western Europe.

The largest and most buoyant free-

Share drop in Western Europe, American Republics weakens U.S. position in chemicals

Destination	U.S. exports of chemicals: Value 1962	Value 1967	Share 1962	Share 1967
	$ million		Percent	
Total	1,876	2,803	27.9	23.7
EEC	428	593	24.5	17.1
19 American Republics	404	527	51.7	49.3
Canada	288	421	80.9	81.3
South and East Asia	194	355	27.7	31.0
Other Western Europe	227	335	14.1	11.8
Japan	129	227	55.6	49.6
Australia/New Zealand/South Africa	86	139	26.2	25.8
Other Western Hemisphere	32	74	37.4	50.4
Near East	34	55	17.4	17.9
Africa	37	54	9.6	10.4
Eastern Europe	4	23	1.9	4.3

world import market was the EEC, which nearly doubled in size. The Common Market was also the leading U.S. outlet, taking $600 million of our chemicals. In the face of stepped-up trading among members, however, the U.S. share plummeted to 17% from 24½%.

To the rest of Western Europe, our deliveries expanded more rapidly than to the EEC, approaching $350 million in 1967. But there, too, our competitors set a faster pace.

Canada was a moderately active market for chemicals. Purchases of U.S. exports totaled more than $400 million dollars, which enabled our suppliers to hold their four-fifths share of the market. The most expansive of the smaller developed markets was Japan, where our shipments climbed by three-fourths to $225 million. Nevertheless, U.S. products, though accounting for half of the import market, suffered a six-point decline compared to their 1962 position.

The fractional share rise registered by the United States in developing areas was attributable largely to a substantial gain in the fast-growing South and East Asia market. AID-supported fertilizer deliveries and higher sales of organic chemicals represented the bulk of our export rise to this region.

U.S. exporters also bettered their standing in other developing areas, except for the sluggish American Republics market. A modest expansion brought our shipments to the Republics, our most important customer in this group, to over half a billion dollars. Though our share dipped slightly, it remained around 50%. In the small, rapidly growing other Western Hemisphere market, U.S. shipments more than doubled.

U.S. chemical deliveries to the widening East European market rose sharply from a low base. By 1967, these sales amounted to $23 million, still accounting for less than 1% of our total exports of these products. The U.S. share more than doubled over the five-year period, but remained under 5%.

Germany strong competitor

Already a strong second in the export of chemicals in 1962, Germany further enhanced its position in the following years. By selling abroad one-third of its expanding production, Germany had boosted its share of the world import market to 22% by 1967. That country's standing improved in most markets, notably in the EEC where it replaced the United States as principal supplier. Surging sales raised its share of the Eastern European market to nearly a third. Its only significant loss of position was in the rest of Western Europe.

Germany has long been one of the major sources of most types of chemicals. In 1967, it was the leading exporter of dyeing, tanning, and coloring products, medical products except antibiotics, plastic materials, and pesticides, where it held between a fifth and a third of the world market.

The United Kingdom retained its position as third leading free-world exporter, but its 11% share in 1967 reflected a fall of nearly three points from 1962. Though continuing as top exporter to Africa and to Australia/New Zealand/South Africa, Britain lost ground relative to other suppliers in most markets. Its performance deteriorated as shipper of all types of chemicals except pesticides and medical products other than antibiotics.

The French share of the world market advanced to one-tenth by 1967, mainly from relative gains in exports of organic chemicals, medical products other than antibiotics, and fertilizers. Italy's share, too, edged upward, to 5½%. That country's best performance was in antibiotics where a doubling of exports enabled it to displace the United Kingdom as second supplier. Italy also enhanced its position significantly in plastic materials and, to a lesser extent, in inorganic chemicals.

Although Japan held only about 5% of the world market in 1967, this portion represented a strong increase over 1962. Contributing substantially to this gain were sharp advances in organic chemicals and plastic materials. Until recently Japan absorbed the lion's share of its chemical production domestically. Recent trends indicate that country's chemical industry, which has become third largest in the world, will push sales in foreign markets to an increasing degree.

Seventh in series

The accompanying article is the seventh in a series of reports being presented in *International Commerce* on changes in the U.S. competitive position in world markets for manufactured goods, 1962-67. The introductory article, an overall view, was presented in the issue of May 5. Others, in greater detail, have appeared as follows:

Covering the U.S. competitive position in developed countries, May 12; developing countries, May 19; nonelectric machinery, June 2; electric machinery, June 9; transport equipment, June 16.

The next report will cover the major basic and miscellaneous groups of manufactures and semimanufactures not included in the commodity articles already published. A summary report will conclude the series.

The reports are being prepared by the Commerce Department's Bureau of International Commerce from special computer runs designed by the Bureau's International Trade Analysis Division and ordered from the United Nations International Trade Statistics Centre. The data is assembled in more than 1,100 Market Share Reports, available from Sales and Distribution, Room 2119, U.S. Department of Commerce, Washington, D.C. 20230. Country reports, 75 cents each; commodity reports, 10 cents.

Eximbank, Bank of Tokyo sign U.S. cotton credit agreement

An agreement for a $75 million credit to finance the sale of U.S. cotton to Japan during the crop year beginning Aug. 1, 1969, was signed June 11 at the headquarters of the Export-Import Bank of the United States. The Bank had authorized the credit in favor of The Bank of Tokyo, Ltd. late in May.

Allocations of cotton financed under the credit will be made to Japanese mills by the Japan Spinners' Association under administrative guidance of the Ministry of International Trade and Industry of Japan. Purchases will be financed through drafts drawn by U.S. shippers on The Bank of Tokyo, Ltd. pursuant to letters of credit, which must expire not later than July 31, 1970, issued by U.S. commercial banks and guaranteed by Eximbank.

FCIA to open Chicago office, names new advisory group

The Foreign Credit Insurance Association has announced the establishment of a 14-member mid-American Advisory Committee and that it will open a new branch office in Chicago on June 23.

The advisory group, comprised of industry leaders in the field of insurance, finance and manufacturing, will counsel FCIA on the support and services needed to stimulate exports from their region.

Three insurance companies, four banks and seven manufacturing firms make up the new advisory committee.

PASSING ON THE PENNANT to Weld Tooling Corp. President H. Edward Cable, right, is Lewis E. Conman, left, Director of the Department of Commerce's Pittsburgh Field Office. Allegheny County Commissioner Thomas J. Foerster, middle, watches the ceremony which occurred during the meeting of the Regional Export Expansion Council at Pittsburgh. Weld manufactures BUG-O Systems equipment.

Flying showcase, use of major trade fairs, helped earn 'Es' for three manufacturing firms

Automatic Radio, Red Spot and Weld Tooling recognized for export expansion efforts, aided by close foreign contacts

Three manufacturing firms east of the Mississippi received Presidential "E" awards for export expansion.

Utilizing foreign trade fairs and maintaining close and imaginative contacts with overseas representatives paid off for Automatic Radio International Corp., Melrose, Mass., Red Spot Paint and Varnish Co., Evansville, Ind., and Weld Tooling Corp., Pittsburgh.

In 1964 Automatic Radio International Corp. (A.R.I.) manufacturer of auto air conditioners, radios and tape players, and truck refrigeration equipment, had four overseas distributors and no licensees. Today, the company has more than 160 distributors and licensees in 73 countries.

A.R.I. has used executive travel, trade shows, foreign language advertising, special export packaging, and a "flying showcase" to increase its exports.

A.R.I. was formed four years ago by merging two former export subsidiaries. To find and hire qualified distributors and licensees, A.R.I. made use of Commerce Department trade lists and World Trade Directory reports, leads appearing in INTERNATIONAL COMMERCE magazine, and overseas travel by company executives, to consult with commercial officers at U.S. Embassies.

In 1968 Automatic Radio outfitted a Convair airplane with a complete display of its products in operation. This plane was flown through 26 countries in the Western Hemisphere, visiting 35 major cities. As a direct result of this "flying showcase," A.R.I. obtained some 40 new dealers, six new distributors, and four new licensees.

(The Feb. 12, 1968 issue of INTERNATIONAL COMMERCE carried a story and photograph of A.R.I.'s flying display.)

A.R.I. has participated in nine Commerce Department-sponsored international trade shows, and many private industry shows.

Printed promotions

The company has advertised extensively in international publications and foreign local newspapers. New product releases are sent approximately biweekly to all overseas publications. Specially prepared form letters and product literature are sent monthly. A.R.I. prints its sales brochures and servicing guides in Spanish, Portuguese, German, and Italian, as well as in English.

In addition to its usual packaging, A.R.I. recently developed private labels, packaging, and trademarks to accommodate major overseas buyers. The company has also designed special heavy duty shipping cartons.

Where import of fully assembled products is not permitted, or where high duty rates are in effect, A.R.I. sends parts and trains distributors to assemble its auto radios and air conditioners.

Ten years ago a demand for plastic coatings, novel or decorative, led companies from around the world to inquire about the products of Red Spot Paint and Varnish Co.

Today, Red Spot has established a world-wide network of distributors through their participation in foreign trade fairs, extensive executive travel and by providing factory technical training, and is a world leader in its field.

The first entrance of Red Spot's industrial and plastic coatings into the competitive European market was at a trade fair in Paris, in 1959, resulting in sales contacts from several countries. Trips were then planned for Japan, Hong Kong, Australia and New Zealand.

Licensing agreements were established with manufacturers in England and Australia, and with sales agencies in Japan and Hong Kong. The Hong Kong agents, part of a world-wide organization, recently began selling Red Spot products in Singapore and Puerto Rico. Its licensee in England is now planning to expand its manufacturing into Holland.

Contacts in South American countries were made through participation in the Lima International Trade Fair in 1965.

Marketing research for Red Spot is conducted on a personal level by the company board chairman who makes periodic trips to promote products and view overseas operations.

Technical training

Technical service training is offered to customers who may send their technicians to the firm's Research Center.

Specifications for Red Spot products are provided primarily by the American automotive, appliance, and novelty industries.

Weld Tooling Corp. made its first export sale in 1960 in the amount of $525. Now exports account for approximately 17% of total sales.

Weld has increased export sales of its welding and electronic test equipment by participating in trade fairs, conducting market research, and working closely with overseas distributors and dealers.

After first using a combination export manager, Weld began to advertise in technical publications and received inquiries from many foreign users and dealers. In 1963, Weld's vice president of sales made a trip to Europe to meet people with whom the company had corresponded and to demonstrate the company's products.

Weld's first trade fair participation was in Utrecht, Holland, in 1964. There, Weld made contact with and hired a distributor. Weld now has 27 authorized dealers in the major industrialized areas of the world.

Weld has found from experience that the most effective way to sell is by demonstration of its products. Its foreign marketing policy calls for purchase and maintenance of at least one set of demonstration equipment by each dealer.

To solve delivery problems, Weld has learned that in its case air freight is often competitive with surface shipping rates, as its products are relatively light in weight and small in size. Most export orders are often shipped and in the hands of the distributor within 10 days after an order has been placed.

While Weld prints its product literature only in English, the company subsidizes costs of two of its dealers who reprint the catalog in their local languages.

Weld manufactures BUG-O Systems Equipment, modular erector set type tooling units. When assembled, the equipment is utilized for various jobs including mechanized flame cutting, grinding, and for guiding the precise path and rate of movement for fabricating processes such as cutting and welding.

ACCEPTING THE "E" AWARD for Red Spot Paint and Varnish Co. of Evansville, Ind., is Milton Z. Thorson, executive board chairman. A. L. Rascher, Jr., Director of the Commerce Department Field Office in St. Louis, presents the award from the speaker's stand. The ceremony took place at a luncheon conference of the Ohio Valley International Trade Conference. Red Spot began exporting in 1959.

GOVERNOR OF MASSACHUSETTS Francis Sargent, left, aids Automatic Radio Mfg. Co. Inc. President Edward L. Housman and Automatic Radio International President Walter P. Semonoff in displaying their newly awarded "E" flag. A.R.I., formed four years ago, used a flying showcase to up exports.

Predicted sales top $1.4 million during Trade Center show

Expecting to increase company sales up to five times in Italy if current negotiations for distributorships are completed, Flodyne Controls, Inc., Murray Hill, New Jersey, reports $100,000 in future sales based on the Vacuum and Cryogenics Equipment Exhibition at Milan.

With 25 of 26 exhibitors reporting their final sales figures, $155,940 in floor orders were placed and over $1.4 million in sales for the coming year is anticipated.

Attendance reached 703 registered visitors at the Trade Center show.

Four participants in the May 22-26 show sought Italian agency/distributorships. One agreement was signed and 15 candidates are under review as a result of contacts made during the exhibition.

Projecting $140,000 in sales, Veeco Instruments, Inc., Plainview, New York, displaying a leak test station and gas analyzers wrote $60,000 in orders during the show.

Norton Co., Newton, Mass., sold $45,-000 in equipment from the floor and estimates $130,000 in new orders over the next 12 months. Based on the show, company officials estimate the Italian market potential for their products at $3.5-$5 million.

Entering the Italian market for the first time with its pumps, samplers and other cryogenic equipment, Cosmodyne Corp., Torrance, Calif., signed an Italian agent and is projecting $100,000 in future yearly sales.

The exhibition marked the entrance into exporting for one firm, and was the first encounter for seven companies with the Italian market.

LIQUID HELIUM AND NITROGEN CONTAINERS, above, displayed by Superior Air Products Co. of Newark, draw the attention of passing visitors. Representing Philips S.p.A. of U.S. Philips Corp., Ashton, R.I., I. E. Levi, marketing manager, below left, discusses business in front of firm's display. Below right, potential buyers view equipment of Air Products and Chemicals, Inc. of New York.

PROSPECTIVE CLIENTS view Tungsten missive product literature, below left, distributed by Sylvania Electric Products, Inc., Exeter, N.H. Discussing nitrogen generating plants with Italian engineers, below right, is John P. Antolak, director of technical sales for Process Plants Corp. of College Point, New York.

POINTING TO PARTS of a new model John Deere tractor, a Deere & Co., Moline, Illinois, representative discusses possible uses for his company's equipment by Yugoslav and East European farmers.

Tractors pace sales for U.S. exhibitors at Novi Sad; projections reach $8.4 million

Over $1 million in immediate orders written during first U.S. participation in 36th Yugoslav agricultural and food processing, packaging fair

Tractors, with an able assist from firms entering the Yugoslav market for the first time, led the way for the U.S. commercial exhibition at the Yugoslav 36th International Agricultural Fair in Novi Sad. Final sales figures show over $1 million in floor sales and $8.4 million in future sales.

Entering Novi Sad for the first time, the Department of Commerce-sponsored exhibition featured 34 exhibitors in a modernly designed geodesic-domed pavilion. The U.S. was among 25 nations participating in the fair.

Largest agricultural fair of its kind in Yugoslavia, Novi Sad attracted buyers from Czechoslovakia, Hungary, West Germany, Bulgaria and Holland who were interested in agricultural and food processing and packaging equipment. Total fair attendance reached 300,000 visitors.

Bringing home a lion's share of future U.S. orders at the fair were the 17 firms making their premier appearance in the Yugoslav market. Accounting for half of all U.S. fair exhibitors, they were responsible for over $4.7 million in projections.

Tractors lead the way in sales as the Ford Motor Co. of Detroit, Deere & Co., Moline, Ill., and other machinery dealers displayed modern U.S. farm vehicles applicable for East European use.

Of the 34 exhibiting firms, thirteen were seeking agents and distributors; four were appointed during the fair and 51 were under consideration after its close.

Exporting to Yugoslav buyers is not new to the John Fabick Tractor Co. of St. Louis. In addition to $500,000 in new sales projections for the coming year, they were negotiating with three potential agents by the close of the fair.

Also considering three agents, E. Holzer, Inc., Englewood Cliffs, N.J., reported $99,590 in floor orders for incubators and is estimating $130,000 in further sales over the coming year.

NOVI SAD ATTRACTED 300,000 VISITORS during its 11-day run. Below left, trade visitors and fair-goers surround the U.S. pavilion. Three prospective agents and $500,000 in projected sales boost fair results for the John Fabrik Tractor Co. of St. Louis. Below right, clients stop at the company display.

INSPECTING A FOOD PACKAGING MACHINE, a Yugoslav buyer listens as a feminine official answers questions on product operations.

Exhibiting seeders and pulvi-mulchers, Brillion Iron Works Export Department, D/B/A/ Dalton, Cooper & Gates Corp., New York, made $50,000 in floor sales and projects $310,000 in future yearly sales.

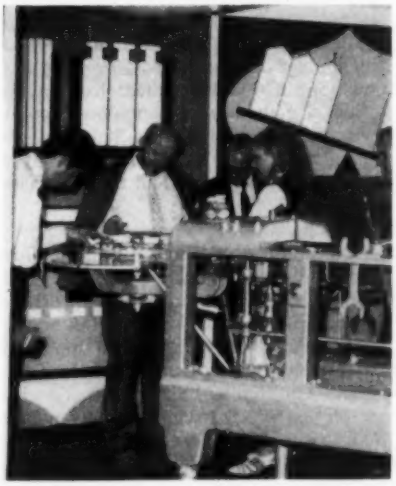
Selling an Ex-Cell-O Pure-Pak milk filling and packaging machine to the Zagreb Dairy, Gillespie & Co. of New York made $80,000 in floor orders and is anticipating the sale of six more similar units in the next 12 months. They also project sales of 300 milk coolers and dispensers during the coming year for a total of $450,000 in additional sales.

Projections of $50,000, $60,000 and $70,000 are made respectively by Dave Fischbein Co., Minneapolis; Kuhl International Corp., Flemington, N.J.; and Homelite, Division of Textron, Inc., Port Chester, N.Y.

Yugoslav President and Mrs. Tito paid a visit to the U.S. pavilion during his tour of the fair, inspecting several displays of modern U.S. equipment.

Two U.S.-based banks also participated in the fair. The Eximbank granted a $1 million credit to the Yugoslav Agricultural Bank for re-lending to Yugoslav importers for the purchase of U.S. goods. The Chase Manhattan Bank of New York maintained a booth in the pavilion.

EXHIBITING SAMPLES OF THEIR TURF EQUIPMENT, officials of the Jacobsen Manufacturing Co., Racine, Wis., above, discuss their tractors with an interested client. An Ex-Cell-O Pure-Pak milk filling and packaging machine, below left, displayed by Gillespie of New York was sold to the Zagreb Dairy.



PRESIDENT AND MRS. TITO of Yugoslavia, below, pause to watch a demonstration of modern U.S. agricultural equipment. The U.S. pavilion was on their itinerary during their fair tour. Registration of trade visitors, above right, was not always easy; many prospective clients preferred not to register.

EXHIBITION BRIEFS *WORLDWIDE*

INTERNATIONAL HOTEL AND RESTAURANT TRADE EXHIBITION, Stuttgart, West Germany, Apr. 20-27. With seven U.S. firms represented by foreign distributors, INTERGASTRA was held in conjunction with a cooking competition, confectionery exhibit, special displays of frozen foods, modern hotel rooms, and several conferences. Held five times previously, this show attracted approximately 100,000 visitors to the displays of the 504 exhibitors from 12 nations. Products viewed as good sale items for U.S. exporters in these fields included data processing equipment, labor-saving devices, citrus fruits and delicatessen foods. Next show, Apr. 16-23, 1972.

ITALIAN MECHANICAL INDUSTRY FAIR, Sao Paulo, Brazil, Apr. 18-27. Limited to Italian products, sales forecasts for this fair total nearly $2 million in floor orders and $15 million in follow-on orders. When the show closed, 95% of the machinery had been sold from the floor. Viewing the exhibits were more than 60,000 Brazilians, 30% of whom were considered registered trade clientele. Of the 240 exhibitors 180 displayed machinery, 60 displayed books, cars, art objects and craft items. Return dates have not been set.

FRANKFURT INTERNATIONAL FUR FAIR, Frankfurt, West Germany, Apr. 23-27. Held annually since 1949. The total of 390 exhibitors included six U.S. companies; 21 nations were represented. Raw and dressed furs, ready-made fur apparel, and chemicals and other accessories such as linings and patterns proved ready fields for U.S. exporters. Attendance at this trade-only show was 25,000. Kojah, an American mink-sable crossbreed fur stirred much interest. Fair officials, who had to turn down exhibitors for lack of space, indicate they are planning to expand present facilities. Next show, Apr. 15-19, 1970.

NAUTICAMPO—3, Lisbon, Portugal, Apr. 11-20. Specializing in sporting goods, camping equipment and outdoor activity accessories, this show drew 42,358 visitors; approximately one in three was classed as a trade visitor. Among products holding a good potential for U.S. manufacturers are hunting, fishing and camping equipment, under water gear and sailing and flying equipment. Best seller among U.S. items was outboard motors. Next show, April 1970.

Educational training aids show scheduled for Milan; space open for 25 companies

Italian government currently in midst of educational revision; expenditures for classrooms and training aids on the increase

U.S. manufacturers of educational training aids will have an opportunity to expand into the Italian market at an October show at the U.S. Trade Center in Milan. Now engaged in a major effort to up-date its educational system, Italy should prove a receptive market for such items.

To help U.S. manufacturers in this highly receptive Italian market, the U.S. Department of Commerce has scheduled an Advanced Training Aids Exhibition at the U.S. Trade Center in Milan, Oct. 21-25.

The exhibition, to be staged by the Department's Bureau of International Commerce, has exhibit space for approximately 25 companies. Ten have already reserved space.

Although Italy's gross national product has doubled during the past 10 years and now tops $70 billion, there has been a serious lag in development of the country's educational facilities. Italy's public school system has been hampered by a shortage of classrooms and training materials.

The Italian government is stepping up its expenditures on education in an effort to remedy this situation. In fiscal 1968, more than $50 million was appropriated for educational aids. Some $80 million will probably be spent during the 1969 fiscal year.

The Ministry of Public Instruction has established 70 pilot schools to test modern audio-visual equipment. It is expected that the use of certain modern teaching aids will become common in the near future.

Training programs

Many Italian companies have employee training programs in which educational aids are used, and this represents an added source of demand for U.S. companies selling in the market.

Market research indicates that the following types of equipment are among those having particularly good sales potential in Italy: overhead projectors and related equipment; copying machines; video tape recorders, memory devices, accessories and recording tape; special TV sound projectors; language learning laboratories; portable tape recorders; industrial and business electronics trainers; instruction demonstrators; film and slide projectors; school movie systems; programmed teaching courses; and films, slides and transparencies.

The exhibition at Milan will be preceded by an intensive market development campaign designed to attract qualified buyers, agents, licensees and representatives.

Commerce has staged a number of successful overseas exhibitions of U.S. educational training aids. A May 1965 exhibition of audio-visual and training aids at the U.S. Trade Center in London resulted in first-year sales of $546,000 for 28 U.S. firms.

An August 1965 show of educational laboratories and systems at the U.S. Trade Center in Stockholm, Sweden, brought 18 participating U.S. firms $269,000 in first year sales.

U.S. manufacturers of educational training aids interested in the Commerce Department exhibition at Milan may obtain further information from the U.S. Department of Commerce (BIC-944), Washington, D.C. 20230, area code 202, 967-3968, or from any of the Department Field Offices.

Milan will host two technical exhibitions in autumn of 1970

Schedules for two technical international fairs in Milan for 1970 have been announced.

The International Exhibition of Equipment for the Chemical Industry, MAC, is planned for Oct. 9-15, and will be staged at the Palazzo dell'Arte. Chemical processing equipment will be featured.

Running concurrently with MAC will be the Congress of Chemists whose primary topics will include high vacuum and cryogenics and lyophilization (relationship between colloids and liquids).

The International Automation and Instrumentation Exhibition, BIAS, is set for Nov. 19-25 at Milan's fairgrounds near the U.S. Trade Center. A wide range of general and specific computers will be exhibited.

For further information on MAC, **write:** Fiera di Milano, Largo Domodossola 1, Milan 20145, Italy. For BIAS, **write:** BIAS, Via Marcona 49, Milan. Italy.

OHIO VALLEY WORLD TRADE CONFERENCE was held at the University of Evansville last month under co-sponsorship of the Evansville Chamber of Commerce, World Trade Club of Cincinnati, Kentuckiana World Commerce Council of Louisville and the Dayton Chamber of Commerce. J. Robert Wilson (center) of Commerce Department's Office of International Regional Economics reported on the recent European trade visit led by Commerce Secretary Maurice H. Stans. Audrey Marsh King of the Marsh Stencil Co. told how her firm has made rewarding use of trade fairs and U.S. Trade Centers overseas, averaging eight shows per year. Dr. Paul F. Hoffman (right) of the Monsanto Co. urged patience in dealing with business delays in the developing lands.

Investment unit will ease rules on foreign loans

The Foreign Direct Investment Regulations will be revised to permit more flexible use of foreign borrowings as an offset to direct investment transactions by U.S. firms.

This change will further simplify compliance with the program by American businesses operating abroad, said Richard P. Urfer, director of the U.S. Department of Commerce's Office of Foreign Direct Investments.

The revision will permit the proceeds of foreign borrowings to be offset against direct investment, which is defined as the sum of net transfers of capital from the United States and reinvested foreign earnings. Last year, investors could not use foreign borrowings as an offset against the reinvested earnings component of direct investment.

Amendments due

Urfer said the change will be reflected in amendments to the regulations which will be issued in proposed form this month.

Urfer also announced that new instructions for filing applications for specific authorizations to exceed investment quotas will be mailed to direct investors. He said the office also plans to mail at the same time copies of amendments to the regulations which were published in final form in the Federal Register on June 7.

These amendments provide details on computing direct investment quotas and reflect most of the program changes announced by Secretary Stans on April 4. The amendments were published in proposed form on April 8.

The purpose of the Foreign Direct Investment Program is to limit the immediate balance of payments impact of foreign business investment until more fundamental improvements can be achieved in the U.S. balance of payments. The Program restricts the amount of U.S.-source funds which can be used for foreign investment.

Export finance unit is nearer reality

Private Export Finance Corp. gets Eximbank endorsement

The formation of the Private Export Finance Corp. moved a step closer to reality recently when it received tentative support from the Export-Import Bank and related Government agencies.

In an announcement at the annual meeting of the Bankers Association for Foreign Trade in Boca Raton, Florida, Henry Kearns, President of Eximbank, and officials of BAFT said "approximately one year ago a special committee of the Bankers Association for Foreign Trade put forward a detailed proposal for the establishment of a Private Export Finance Corp. (PEFCO), whose basic purpose would be to discount the later maturities of export paper covered by guarantees issued by the Export-Import Bank of the United States.

"The basic concept is to mobilize hitherto untapped sources of private funds both long and short term and to help finance exports of capital goods of large unit value. Such exports are anticipated to aggregate many billions of dollars annually.

"The Export-Import Bank favors the creation of the Private Export Finance Corp.—and would be prepared to issue the guarantees the PEFCO plan requires. The related Federal agencies and departments have approved the principal of Exim's participation and are prepared, along with Eximbank, to support and work closely with the BAFT sponsors in preparation of a final corporate plan. However, a number of detailed points have been raised by the Eximbank and other Government agencies which need to be resolved with BAFT."

Iran in strong upswing

Fourth straight year of record gains spread optimism throughout economy

With an estimated real growth of 10% in its gross national product during the past Iranian year (ending Mar. 20), the economy of Iran completed its fourth straight year of unprecedented growth. In constant prices, GNP has risen by an average of 10.5% annually over this span, according to the semi-annual Economic Trends Report from the U.S. Embassy in Tehran.

Despite a high rate of 3% in population growth each year the result has been to raise per capita GNP from $224 to $299 in four years. The 10.5% growth rate is virtually unequaled anywhere.

This record of impressive past achievement and the prospects for continued rapid growth of the economy provide an inviting prospect for the expansion of trade and investment. Of equal importance is the political stability of Iran and the progressive policies pursued by its Government, including a positive attitude toward foreign investment in many important areas of the economy.

In contrast to some countries of the Near East, therefore, Iran offers a solid base for production and sales to a wider market than the domestic market alone. The Government has long been anxious to develop import-substitution industries and is now becoming more and more interested in establishing plants with a substantial export capacity. Concurrently, it is seeking to develop its trading connections with neighboring countries.

Significant links forged

Although the efforts of the Regional Cooperation for Development (RCD) to expand trade between the member countries of Iran, Pakistan and Turkey have yet to result in a significant increase in trade, the links forged through its Chamber of Commerce and other institutions give promise of future expansion. Recently, Iran also concluded agreements with India and Morocco looking toward the growth not only of commerce but also joint participations of mutual interest.

In this connection, the development of agri-industries should serve not only to improve the efficiency, diversity and volume of production for the domestic market but also lead to substantial exports to nearby consumers, particularly in the Persian Gulf area.

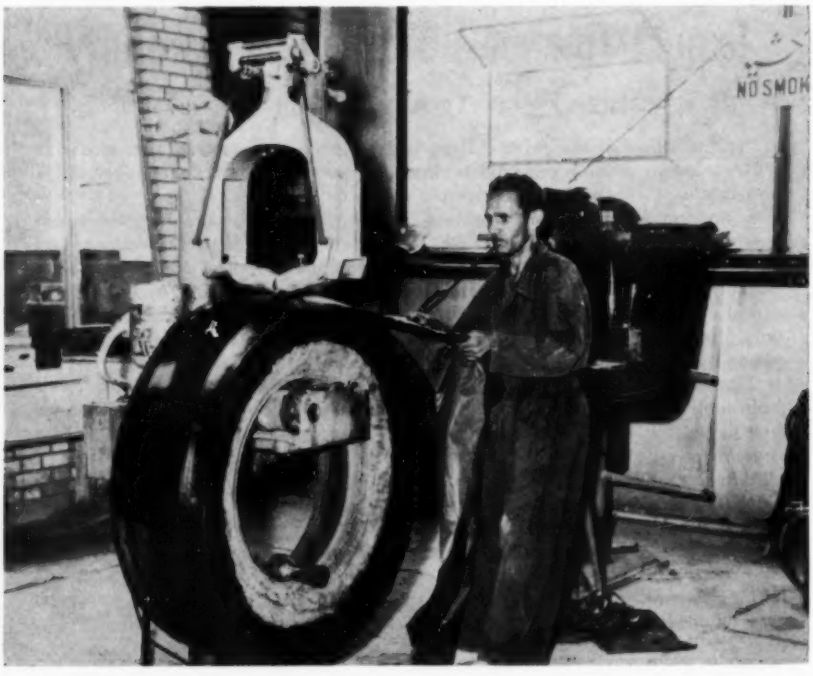
A private California grower and a consortium of American firms have both received allotments of large tracts in the irrigated Dez area of Khuzistan, and several portions of this rich area have also been allocated to firms from other countries.

A consortium of American firms known as the South Iran Development Associates is making a feasibility study for the development of the entire area surrounding the port of Bandar Abbas at the entry to the Persian Gulf, ranging from agricultural development of the fertile Jiroft and Minab plains to mining, fisheries, a shipyard and other potential industries.

Developmental work in irrigated areas other than that at Dez promises to provide exportable surpluses of agricultural produce.

Thus agri-business, so long in need of efficient organization and modernization, is being given top priority as a field for encouraging foreign investment.

IRAN INVITES FOREIGN INVESTORS, particularly in projects which supplement already-established industries and will add to the nation's trading potential. This is a tire-recapping plant near Tehran.



Diversity desired

Agri-business is not the only field by any means. The Ministry of Economy recently published a list of the manufactures which it was interested in promoting. A substantial number were clearly designed to utilize the products of the steel mill now being built near Isfahan and the aluminum smelter at Arak, on which construction is expected to commence within a few months.

Adjoining the steel mill site the Government hopes to develop a variety of related processing and finishing plants which in time will employ more personnel than the mill itself.

Only in the field of mining is the picture still clouded by the uncertainty about government policies, as the Government

is still considering the course it should adopt for this long neglected sector. However, the Ministry of Economy is hopeful that the drafting of a new mining law will be completed within a few months and become law by the end of the Iranian year.

It should be emphasized that foreign investment in mining will be welcome, but on what terms and conditions is not yet known.

Investment patterns

Quite clearly the opportunities for sales to this booming economy are manifold, but it is also apparent that such sales are endangered once domestic production reaches a significant level. The import/export regulations for the current year provide a striking illustration of this point. Pasenger cars have been a substantial import in the past, and were one of the principal American exports last year; but the high taxes imposed this year will reduce such sales to a trickle.

The reasons are obvious: the need to cut back on non-essential imports and the rapidly growing production of the two Iranian producers, one of them Sherkat Sahami Jeep producing Ramblers and Jeeps under license from American Motors. The lesson is also clear: to maintain a foothold it is increasingly important to invest.

The emphasis is now shifting from encouragement primarily of consumer industries to those producing raw materials and in a growing number of cases finished capital goods. The latter are illustrated by the machine tool factory, tractor factory and diesel engine plants being constructed in Tabriz. That locality also illustrates the importance attached by the Government to dispersion of industry away from Tehran, as do the petrochemical plants and rolling mills of Khuzistan and the growing number of industries at Qazvin, Isfahan, Arak and other cities.

It is noteworthy that in this promising and diverse field there have been so few investments by American firms over the past year. If this trend is not soon reversed, the opportunities will be exploited by others.

The Prime Minister recently made an extended trip to Germany for the primary purpose of encouraging German investment in his country. Scarcely a week passes that some commercial mission does not visit Iran from the United Kingdom, Western Europe, Japan, Australia or another country, and the individual businessmen who come are legion.

The Government favors some competition in domestic production but rightly frowns on the establishment of plants that would be too small and numerous to be economic. Hence it is largely a question of getting in on the ground floor first.

Management contracts for an initial period of five years or more are welcome for the more technically-advanced industries even when coupled with minority participation, for the transfer of know-how is properly considered as important as the inflow of capital. In a few other cases foreign firms have preferred to have a consulting role.

Despite the inevitable headaches associated with operations in any foreign country, the evidence over the past 15 years would suggest that those firms that have made the plunge in Iran have not regretted it. So far as is known, only one American firm has withdrawn and that was before the commencement of operations.

In fact, the speed with which some firms have repatriated their investment has sometimes been a matter of some concern to Iran, yet very seldom has there been any difficulty in repatriating or remitting profits. On the whole the record has been quite good in respect to honoring obligations toward private firms, just as it has been in respect to the official debts of the Government.

How long the rapid rate of growth can be maintained is the central question facing Iran's economy today. Already the pressures have shown themselves in the form of losses of foreign exchange, price increases, a slowdown in construction starts and increased debts to contractors.

Iran's reserves of gold and foreign exchange fell about 41% from an already low level to a mere $180.6 million over the twelve-month period ending in February. Latest reports indicate a substantial upturn, for which official figures are not yet available, but it is clear that considerable restraint will have to be continued for some time before reserves are restored to a healthy level.

With a 26.6% increase in domestic credit outstanding over the twelve-month period ending in January, further restrictions on credit may be expected over and above those measures taken last November.

Self-made problems

Statistics show that many of the pressures which the Government of Iran now faces are of its own making. Compared to the first six months of the year before, payments for private imports rose 19.5% but payments for imports of goods purchased by the Iranian Government rose 106.4%. In fact, imports by the Plan Organization were 2.8 times the level of a year before. As a result, government import payments rose from 28.8% of the combined total to 41.2%.

Similarly, the Government was more responsible for the increase in domestic credit outstanding than was the private sector. Whereas claims on the private sector rose by 20.1% over the twelve months ending in January, net claims on the Government rose by 63.6%.

Lastly, the estimated increase in the Government's external debts of 40%

Most-wanted investments

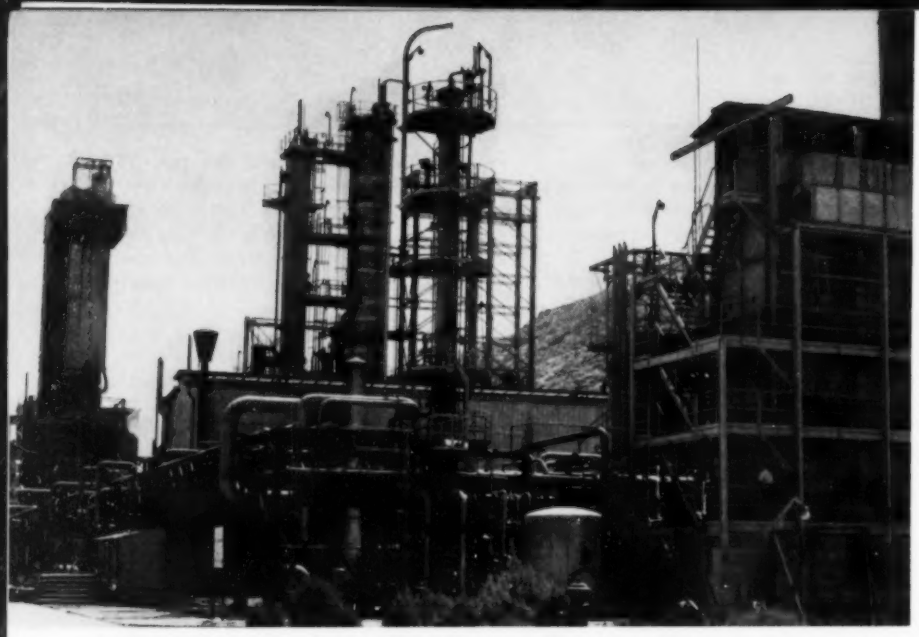
Iran has published a booklet listing the new industries which its Ministry of Economy believes would be successful investments for foreign firms. The *List of Projects for Foreign Investment in Iran* highlights Iran's wish to see foreign investors shift their emphasis from consumer-type industries to capital goods output, particularly those which will supplement industries already established or being set up in Iran, such as the automotive and petrochemical industries.

The new booklet emphasizes seven categories of industries in which foreign investment is desired: agribusiness, mining, rubber products, chemicals, metal products, machinery and parts, and parts for transport equipment.

While these projects are the most desired by the Ministry of Economy, in most cases no feasibility studies have been made. Interested foreign firms are expected to investigate these projects themselves and, if satisfied that they are feasible, apply for permission to form joint ventures.

Write: Mr. Behnam Bazargani, Investment Promotion Section, Ministry of Economy Research Center for Industrial and Trade Development, Tehran, Iran.

A few copies of the booklet are available on a loan basis from the Near East-South Asia Division, BIC, U.S. Dept. of Commerce 20230.



OIL REVENUES REMA'N THE BACKBONE OF IRAN'S ECONOMY and contribute the lion's share of funds for the nation's development effort. Above, a refinery of the national petroleum company.

over the same twelve month period makes restoration of adequate reserves that much more difficult.

The heavy Government expenditures in 1968 were due to a number of factors, including the effort to make as good a record as possible for the Third Plan period that ended in March of that year. The actual outcome of that five-and-one-half-year plan, when measured in money terms, was quite creditable, with 91.6% of the $3.3 billion budgeted having been expended. In a more meaningful measure, the plan was more successful than had been hoped, for the average annual increase in GNP, in constant money terms, was 8.6% in contrast to the target of 6%.

As the country moved into its Fourth Development Plan (1968-73), this success created an aura of euphoria which has only now begun to show signs of dissipation as the effects of overexpenditure are becoming more widely recognized.

It is unfortunate that the credit restrictions already imposed and any that may be imposed in the future will exact for these government excesses a sacrifice primarily from private interests, even though the private sector is by no means innocent of over-extending its own resources. Nevertheless, there are clear signs of conscious and determined efforts within the Government to eliminate or postpone some expenditures that are not essential at this time.

Development projects that are already underway must be continued, even though several are costing far more than was originally estimated. In a recent speech, the Shah was severely critical of over-runs on the gas pipeline to the USSR and on the Shahpur petrochemical project, but insisted that they be completed.

On the other hand, it appears that certain large and costly projects which were to be initiated toward the end of the plan period may well be postponed until such time as the economy can better afford them.

For all projects on which financing has not been already arranged, the Government is seeking as much foreign financing as possible, but there are obvious limitations to such efforts. Too great a reliance on foreign borrowing would raise future payments of principal and interest to an excessive level, and it is estimated that for the five year period of the Fourth Plan as a whole it will probably average 13.5%. Such a ratio would not be regarded as excessive but it would not be prudent to permit it to continue to rise as a result of over-borrowing now.

The amount that can be spent on development and on current expenditures is dependent more on earnings than on borrowing, and here too there is room for doubt as to the availability of all of the resources foreseen in the Fourth Plan. The Government is determined to obtain all of the oil revenue stipulated therein, whereas the Oil Consortium considers that the average annual planned increase of 17.5% in oil income which it is expected to contribute is well above anticipated growth in demand for this oil. The resolution of this difference of view will be the subject of future negotiations between Iran and the Consortium.

More certain, however, is that there will be a shortfall in receipts from certain other exports in view of anticipated delays in the completion of the projects concerned. Some $640 million is anticipated in the plan from the export of gas to the USSR and from exports of petrochemicals and aluminum, yet all projects, particularly the aluminum smelter, are behind schedule.

Prospects are good

Even if some shortfalls from plan targets should develop, however, it would appear that there may be sufficient leeway in the Fourth Plan to permit the attainment of overall growth targets. The amount of imports called for is certainly very generous, particularly of consumer goods, for which an amount virtually three times that actually imported in the preceding five years is allowed, despite the growth of consumer goods industries in the meantime. Imports of capital goods also appear to have been generously estimated, even allowing for the greater emphasis on industry in the Fourth Plan.

If all of the investment program is realized as planned, it seems quite possible that the experience of the Third Plan period might be repeated and a higher rate of growth than even the ambitious 9.4% target be achieved. As things stand at the moment, there could be some decrease from the 10% rate of growth in the first year, but the average rate of growth during the Plan period is expected to remain very high. During the Third Plan period, the average rate of growth of 8.6% was achieved despite a very uncertain beginning in a time of comparative stagnation. The economy gathered momentum during those five and a half years which has continued to the present.

Thus, even if it were to settle down to a cruising speed, the Fourth Plan period should see an average rate of growth at least as high as that of the Third Plan, in which the first two years witnessed growth rates of 4.6 and 6.7%.

Furthermore, the Government remains determined to devote a very high proportion of its resources to the economic development program. Investment as a proportion of GNP has risen steadily, until now it accounts for a fifth of total GNP. The strongest reason for confidence, however, is the high caliber of the officials who oversee the Government's economic policies. This body of able men continues to grow in numbers as more and more experts return to Iran from abroad to work for their country.

Greeks expect good harvest to raise growth rate to pre-revolutionary levels; businessmen still cautious

Best U.S. sales openings seem to be in capital goods area; 231 firms have set up regional headquarters under special law

BY MAX E. HODGE
Commercial Attache, U.S. Embassy, Athens

Greece has maintained an impressive growth rate throughout the turbulent events of recent years. After the Revolution of Apr. 21, 1967, growth slowed from nearly 8% per year through 1966 to 4-4.5% in 1967 and 1968, partly because of lower farm production, and a consolidation of past rapid gains. With a good harvest predicted, the economy should again expand by close to 8% in 1969.

This growth has taken place with relative price stability. Prices rose, according to official indices, about 2.5% per year through 1966, and about 1% per year since then. Greece's low birth rate, with some net emigration, keeps population virtually stable at about 8.8 million. Thus virtually all growth is reflected in increased per capita income which, in 1968, reached a new high of $733. Rising consumption has consequently been shifting toward middle-class, 'market basket' products and services.

Good market for U.S.

Sustained economic development, plus rising and diversified consumption, adds up to a good market. Greece imported goods worth about $1,250 million in 1968, nearly 20% of GNP. U.S. imports, by comparison, are only about 4% of U.S. GNP.

The United States was in second place, after Germany, as a supplier to the Greek economy in 1968. On a payment basis (which includes some items, notably petroleum products, from elsewhere paid for in dollars), the United States provided over $215 million of Greece's imports, or 17.5% of the total. Counting only exports originating in the United States, American exporters supplied $106 million, or 8.6% of Greek purchases abroad, putting us in third place, close behind Italy.

Both Germany and Italy are, of course, much closer geographically and are associated with Greece in the European Common Market, which brings them increasing tariff benefits.

The composition of U.S. exports to Greece has changed somewhat. On a payments basis manufactured consumer goods remained first, but declined from $60 million to $50 million in 1968. Paper slipped most, probably because of increased domestic production, including that of the U.S.-owned Thessalian Pulp and Paper Co.

Fuels leaped from fifth to second place with nearly $50 million, owing largely to increased consumption and completion of the great Esso-Pappas industrial complex.

Capital goods and raw materials dropped from $42 to $37 million, and from $40 to $35 million respectively, reflecting the slower growth rate. Finally, foodstuffs declined sharply from second place to fifth, with imports of meat and dairy products greatly reduced.

The best U.S. sales opportunities appear to be in the areas which have done well in the past, with emphasis on capital equipment, especially for the growing public works sector.

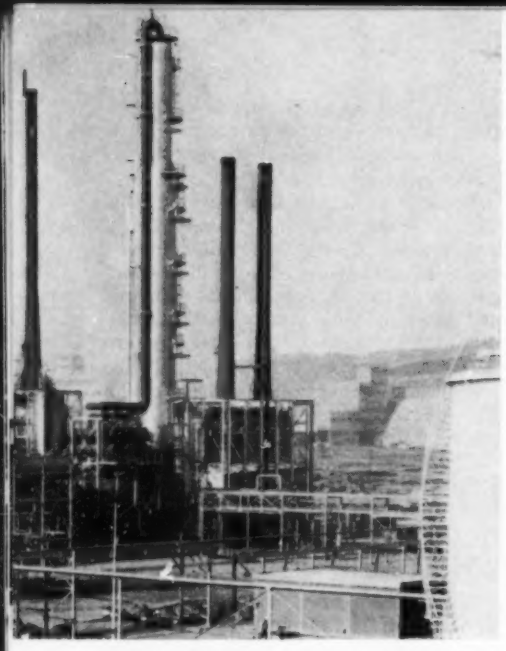
Greece's exports in 1968 covered only 37% of imports—$465 million—leaving a trade deficit of over $780 million. Over one-third of this—$290 million—was covered by net services, chiefly shipping and tourism, while nearly another one-third—$240 million—was met by remittances from Greeks working or living abroad. The remaining current account gap of $250 million was closed by net private capital inflow of over $200 million and official capital operations of over $85 million. Foreign currency reserves increased by $35 million to $322 million during 1968.

Import growth resumes

Greece's imports, which grew yearly by about 14% from 1960 through 1966 and then slowed to 4 or 5%, now seem to be resuming their former growth rate. Exports have followed a similar pattern, growing by about 10% annually through 1967, then dropping to a 3% increase in 1968. Even with a higher growth rate foreseen for 1969, the import-export ratio will no doubt remain roughly the same, and the trade gap will continue to grow.

Shipping earnings are growing nearly 15% yearly, especially as more Greek-owned ships come under the Greek flag. Tourism slipped badly in 1967 and slightly in 1968, but may rise again to the 1966 level of about $140 million this year. Remittances remain about the same. As more workers find employment here

PRIVATE FOREIGN CAPITAL is the most important source of financing Greek economic expansion, and foreign reluctance to make substantial long-term investment commitments is causing some anxiety. This modern textile plant located in suburban Athens is the subsidiary of a Reading, Pa. firm.



FUEL SHIPMENTS have leaped from fifth to second place among U.S. sales to Greece since the recent completion of the Esso-Pappas petroleum refinery, a part of which is shown above.

fewer leave, but average remittances apparently increase.

Net services will probably not do much more than continue to carry their present share, still leaving roughly one-fifth of the growing import figure to be covered on capital account.

Foreign assistance grants are largely a thing of the past. U.S. aid of this nature stopped in 1963, and PL-480 food shipments have been slight in recent years. Inter-governmental capital is an important factor, but with limited prospects for expansion.

Private foreign capital, therefore, is the most important source of financing Greece's expanding economy. Recognizing this long ago, the Government in 1953 passed Law 2687, providing very fair terms for private foreign investment. This law has remained intact for 16 years; the 1968 Constitution only strengthened it. Over $300 million in foreign investment has come in under this law since 1960, with the United States the main source.

On Aug. 1, 1967, the Government of Greece passed Law 89 (later expanded by Law 378 of April 17, 1968) providing favorable terms for foreign company regional headquarters doing business outside Greece. Up to May of this year, 231 companies, many of them American, had established regional headquarters in Athens under these provisions.

Greeks save about 17% of GNP, a relatively high rate for a developing country, and enough to support self-sustained growth. Unfortunately, a substantial part of these savings goes into investments that are comparatively unproductive. More than 20% of all bank credits to the economy in 1968 went into housing, including a high proportion of luxury apartments.

Demand for investment capital in industry is less than desirable and institutions to channel savings into productive enterprises are still inadequate though some progress has been made in recent years.

Direct stock buying is not yet a habit, with most firms still family controlled, and the only Stock Exchange little more than an exclusive club. Mutual funds do not yet exist (though bank shares which appreciated 84% in 1968 assume something of the same function). Even insurance has not yet recovered from the demoralizing effects of wartime runaway inflation.

All of these institutions are being studied under the third Five-Year Plan (1968-72) by the Center for Economic Research and Planning.

Most money not immediately spent either goes into the classical refuges of land and residential buildings, or is held in cash or bank deposits. The land and building boom may be tapering off, with prices generally inflated above use value. Gold, which at one time played a major part as a store of value, is still traded by the Bank of Greece, but since the price has been pegged and transactions registered, there have been net sales to the Bank.

The official money supply (currency plus sight deposits) grew only 4% in 1968, or less than $60 million. However, savings deposits which in Greece can be withdrawn on demand and are, therefore, effectively part of the money supply, rose by $384 million. Thus the effective money supply increased by 17%, indicating a significant increase in liquidity.

As industry is now operating more nearly at capacity than in previous years, there could be severe pressure on domestic prices and on imports if this liquidity were to spill over into heavy buying.

The measures that the Greek Government is taking to promote economic expansion also stimulate the growth of imports. As domestic industries increase their production, they require more raw materials from abroad. As incomes expand, so does the demand for imported manufactured consumer goods. This natural expansion of imports is already placing a strain on the balance of payments. Any additional upsurge of import demand caused by domestic inflationary pressures could lead rather quickly to a foreign payments crisis.

The preference of the Greek public for holding liquid assets seems to reflect a fine balance between confidence in the strength of the economy and the drachma over the long-run, and worry about the immediate future. Consumption and investment decisions are being postponed until the situation becomes more clear.

Foreign businessmen seem to share this ambivalent view of the Greek economy. They are willing to grant supplier and other credits, open new regional headquarters and shipping offices, and even apply for investment licenses. Yet they, too, seem reluctant to make substantial long-term investment commitments.

Caution slows growth

This caution on the part of both domestic and foreign businessmen is one of the reasons for lagging growth during 1967 and 1968. A slowdown brings some benefits—price stability through a period of political uncertainty, and time to consolidate former rapid gains. But a protracted postponement of investment can lead to problems when activity again picks up and the demand for goods begins to outstrip domestic production.

The Government of Greece is apparently making an earnest attempt to improve the climate for foreign private investment. For example, the quiescent labor situation is, at least in the short-run, favorable for industrialists. However, business confidence is an elusive phenomenon that is not always directly related to economic or political factors.

Greece is an excellent market for U.S. goods and services. It is always a hospitable partner for U.S. investment and other direct economic participation. Greece is a consistently reliable NATO ally, holding a strategic position in the Mediterranean, the Near East, and the Balkans. Its progressive alignment with the Common Market urges ever-increasing U.S. participation under her favorable investment and regional headquarters laws. The hospitality of its climate is rivaled only by that of its people.

Friends of Greece everywhere welcome assurances from the Government of Greece that the country will evolve toward the re-establishment of parliamentary government and the restoration of those liberties so essential to an atmosphere of stability and confidence. With good leadership and the traditional Greek vitality, the impressive growth of the past should continue indefinitely. With foresight, U.S. businessmen can be major partners in that growth.

Indonesia beginning to develop its vast economic assets, but U.S. trade falls short of full potential

Nation has made significant strides since changing economic philosophy; many U.S. firms show investment interest

By JOSEPH A. HARARY
Commercial Attaché, U.S. Embassy, Djakarta

Indonesia, with an area exceeding 575,000 square miles and a population of over 115 million, is the largest country in Southeast Asia. It also has potential natural resources exceeding by far those of any other nation in that region. However, Indonesia's role as a trading partner of the United States, while substantial, has not yet approached the magnitude which could match its size and resources.

Indonesia's GNP for 1968 has been estimated at $11.5 billion; its per capita income at about $100. Its total exports last year reached $860 million and imports totaled $825 million. While its imports are mainly concentrated in manufactured goods and foodstuffs, exports consist almost wholly of agricultural and mineral commodities, the most important being rubber, petroleum, coffee, tin, spices, tea, palm oil and kernels, copra, bauxite, and nickel.

Trade with the United States is very important to Indonesia. In 1968 our total exports to Indonesia, on an f.o.b. basis, reached $169 million, of which $116 million was financed by aid programs ($88 million for PL-480 commodities: rice, cotton, bulgur, and wheat flour—and $28 million comprised other goods financed under AID loans). Total U.S. exports to Indonesia thus increased by almost 150% over the $67 million total for 1967.

Sales to U.S. drop

Indonesian exports to the United States, on the c. & f. basis, were $175 million, a slight drop from the previous year. Most significant for this article, however, are U.S. commercial exports to Indonesia. Last year they exceeded $53 million. Compared to 1967, when they amounted to $39 million, they showed a healthy increase of more than a third. I believe that U.S. companies can increase their exports by more effort on their part because of the generally excellent reputation American goods enjoy in this market.

A few examples may help illustrate the truth of the above.

► An American pharmaceuticals company which prior to 1966 exported only a few thousand dollars worth of its products to Indonesia was able to boost sales to nearly $100,000 a year by working more closely with its agent and giving him some help in the form of credit.

► Another pharmaceuticals company also started almost from scratch and managed to have sales exceeding $120,000 a year. For that firm the problem was different. Its distributor had the salesmen but lacked marketing know-how. This company sent in a resident marketing man who supervised the sales operation.

► Two American companies specializing in representing both U.S. and non-U.S. firms abroad have increased their sales, one to $500,000 and the other to $1 million by appointing competent American resident managers to run their operations in this country.

► A major American automotive company had relatively poor sales for a few years. At the beginning of 1967 it sent to Indonesia a senior vice president from the home office to survey the situation and decide on measures to improve sales prospects. Sales to Indonesia increased by more than $1 million in 1968 and the projections for 1969 show a further million-dollar rise.

► A major heavy equipment company increased the frequency of the visits of its salesmen and technicians to Indonesia and developed a faster delivery system for both complete units and parts. As a result, its total sales showed increases varying between ½ to a million dollars a year.

► Finally, a medium-sized American chemical company patiently went through the process of having its herbicides tested and approved by the Indonesian Department of Agriculture while its regional manager spent several weeks in Indonesia contacting prospective customers. The results for these specialized products were encouraging. Sales jumped from $15,000 in 1966 to $40,000 in 1967 to $80,000 in 1968.

Following the abortive Communist coup of 1965, Indonesia changed its previously hostile policies with regard to the United States and the non-Communist world in general. The new Government, under President Suharto, adopted policies and measures to stabilize the political atmosphere, to make the foreign investment climate attractive, and to encourage Indonesian foreign trade.

Under these new conditions hundreds of foreign companies, including a very large number from the United States, have shown renewed interest in Indonesia.

The country has now almost completed its stabilization phase and has started on the rehabilitation and development of the economy, with substantial assistance from many western countries and international organizations.

Indonesia has tremendous natural resources encompassing a wide range of commodities, agricultural and mineral. As time goes by, the present substantial market for imports is bound to expand. Companies which act now will be able to acquire a share of this market.

Indonesia's need for imports, particularly goods in which the United States is in a favorable position to supply, is large. However, until now this potential has not yet been put to full use. It has been my experience that those American firms which have shown imagination and made special efforts to enter this market in the last three years have obtained generally satisfactory results. American products enjoy an excellent reputation, and exports to Indonesia should continue their upward trend.

The range of American products which can find a market in this country is quite wide. While equipment in general takes up the major share of such exports, there are many other products which can successfully be marketed in Indonesia. To date U.S. commercial shipments to Indonesia have largely been non-consumer goods. In 1968 exports of machinery and transport equipment exceeded $43 million. With appropriate effort this figure could be raised appreciably.

The following categories of goods appear to be particularly attractive to Indonesian buyers: commercial vehicles and parts, construction and mining machinery, agricultural equipment, diesel generators, diesel locomotives, aircraft and parts, pumps, fertilizer (particularly triple superphosphate and urea), pharmaceuticals, newsprint and other paper

RENEWED INVESTMENT INTEREST by hundreds of foreign firms has resulted from Indonesia's changed economic philosophy. Above, the offices of the long-established P. T. Stanvac Indonesia branch in Djakarta.

products, chemicals, tinplate, steel and steel products, telecommunications equipment, office machines, computers, and spare parts for all of the above-mentioned equipment. This list does not include scores of American items which are being sold in Indonesia but whose volume is still relatively small. With some effort, it can be substantially increased.

The development of private foreign investment interest in Indonesia in the last two years has been phenomenal. Since the passage of the Indonesian Foreign Investment Law on Jan. 10, 1967, more than 300 foreign companies have shown a serious intent to invest in this country. About 100 have already signed final agreements according to the Indonesian Foreign Investment Board.

Many stopped trading

This is partly explained by Indonesia's variety of natural resources and its large population. From the time of this country's independence after World War II until the abortive Communist coup of 1965, the Sukarno Administration showed such hostility to foreign companies that they not only could not reasonably consider investing in Indonesia, but many practically discontinued trade with this country.

The Suharto Government took effective measures to counter these artificial impediments and to improve the climate for private foreign investment and trade. It ordered the return of foreign assets, including those of nine American companies, which had been taken over by the Sukarno Administration in 1964 and early 1965. Practically all such assets have been returned by now.

The provisions of the Indonesian Foreign Investment Law are generally attractive to potential investors.

The main source of the country's economic problems, rampant inflation, has been brought under control, the inflation rate being gradually reduced from 635% in 1966, to 112% in 1967, to 80% in 1968 (which included a jump of 39% during January because of a rice shortage), to an average of less than 1% per month so far this year.

Indonesia is receiving foreign assistance from several non-Communist countries which could reach a total of $500 million this year in soft loans and grants for imports of agricultural commodities and manufactured goods, as well as for development projects. The U.S. contribution may reach $200 million. Indonesia is also receiving grant, loan, and technical aid from international organizations such as the World Bank (IBRD) its subsidiary the International Development Association (IDA), the United Nations Development Program (UNDP) and the Asian Development Bank (ADB). Both the World Bank and the IMF maintain permanent missions in Indonesia.

Under such conditions it is not surprising that such a large number of foreign companies have shown interest in investing in Indonesia. Among them, more than 80 American companies have expressed such an interest. Of these, 25 have already signed final agreements for investments, and about a score are in an advanced stage of negotiation.

The Investment Guarantee Agreement between Indonesia and the United States which was signed on Jan. 7, 1967 has encouraged such a development. Based on this agreement, it is possible for the U.S. Government, through the Agency for International Development (AID), to extend to American investors guarantees against specific risks, such as those pertaining to convertibility, expropriation, war, revolution, and insurrection, as well as against even the risk of financial losses in cases which qualify for such a guarantee.

Besides the United States, several other countries have already signed or are negotiating investment agreements.

These investments are in many sectors: petroleum, mining, forestry, a wide range of manufacturing, banking, and fishing. Ten foreign banks have already established branches in Djakarta in the last twelve months and several others have opened representative offices. Four U.S. banks have fully-operating branches here.

All these investments offer an added opportunity for U.S. exports not only of a variety of equipment, but also of other manufactured goods.

Indonesia offers a substantial market for a wide range of manufactured and other goods. Already Japan, West Germany, the Netherlands, Great Britain, and many other countries have developed large outlets for their exports. All these nations are making aggressive and fairly successful efforts to increase their share of the Indonesian market.

Exploration of the market is by no means easy for American companies seeking a market in Indonesia for the first time. There are not many reliable sources of readily usable information. Usually the businessman has to contact a variety of sources in the trade in order to develop an adequate picture of the potential that Indonesia offers for his product. That is why it is indispensable, especially for initial visits, that the businessman plan to spend no less than five working days if his stay here is to be limited to Djakarta, the country's largest import center, and additional time if he wants to visit other Indonesian cities. I have witnessed numerous cases of American businessmen who scheduled visits here of one or two days only and who obviously left disappointed.

While the number of Indonesian firms capable of efficiently representing American companies has been increasing in the last three years, it is still relatively small when the size of the country is considered.

India, Venezuela Afghanistan get World Bank aid

Total of $38 million will assist agriculture and road projects

The World Bank Group has approved loans totaling $38 million to increase agricultural production in India through a project to grow seeds of high-yielding varieties of foodgrains, for the construction of an express highway to relieve traffic congestion in Caracas, Venezuela, and for road maintenance in Afghanistan.

All imported goods and services for these projects to be purchased with the funds of the World Bank must be procured through international competitive bidding.

The loan to India is for $13 million and the first in the field of seed production by the Bank Group. Under the project being financed by this loan, local adaptations of high-yielding dwarf wheat varieties, new hybrids of maize, sorghum and pearl millet and high-yielding rice varieties will be grown for seed on private farms encompassing some 46,000 acres in the Tarai area of northern India.

A five year project

At full development in five years the project will produce enough certified seeds to plant some 7 million acres annually. The loan will provide funds for credits to farmers, and arrangements have been made for technical services and for the processing and marketing of the seed.

A $5 million loan to Afghanistan is to help an urgent and critical need for better highway maintenance.

Afghanistan has an extensive highway network, including a primary system of about 1,300 miles of paved roads connecting important population, agricultural and industrial centers to the capital, Kabul, with branches leading to neighboring countries. The long-range objective of the project for which this credit is being made is the establishment of a road maintenance organization trained and equipped to assume responsibility for effectively maintaining the entire highway network.

A grant of $1.7 million from the United Nations Development Programme is expected to complement the IDA credit. The IDA credit will finance imports of equipment and materials for road maintenance, and the UNDP grant will finance the services of consultants who will assist in implementing the project.

The loan of $20 million to Venezuela is to assist in financing completion of a $119.8 million expressway being built on the northern slopes of the Caracas Valley. It will be a four-lane, limited access, divided highway 13.3 miles long, with 14 interchanges and 3.8 miles of access roads to connect with the city streets of Caracas.

This is part of a larger program of highway and expressway construction to relieve chronic traffic congestion caused by the combination of Caracas' large population, heavy concentration of commercial, government and industrial activity and the restricted space of the capital city.

Canada liberalizes duty-free tourist purchase allowance

Canadian tourists returning from the United States or from other countries will be given more liberal duty-free privileges for their foreign purchases, beginning Jan. 1, 1970.

The new purchase allowance provisions were presented to Parliament on June 3 in the annual Federal budget by Canada's Finance Minister Edgar Benson. The regulations allow free entry every calendar quarter of goods valued at not more than $25 if brought back after an absence of 48 hours.

In addition, free entry once a calendar year will be allowed for goods from any country valued at up to $100 brought back after the tourist has been absent for at least 12 days. This exemption will not be limited to imports from beyond the continental limits of North America as is presently the case. Although it will be independent of the quarterly $25 exemption it may not be combined to enter $125 in goods for the same trip abroad.

The budget further provides that effective from June 4, 1969, a combined 25% rate of duty and taxes will be applied on goods valued up to $100 after a trip of 48 hours or more when the goods are not otherwise exempt as tourist purchases. Duty-free goods, alcohol and tobacco are excepted from this rate.

Also effective from June 4, tourists may enter with five dollars worth of goods free of duty and taxes after an absence of 48 hours. This exemption applies regardless of the number of border crossings. Prior to June 4 there was no formal exemption for small value items brought in when the tourist could no longer qualify for the basic tourist allowance.

LAFTA authorizes complementation accord on glass

A complementation agreement in the glass industry has been found to be compatible with the Treaty of Montevideo by the Permanent Executive Committee of the Latin American Free Trade Association and is expected to go into effect shortly.

A finding of compatibility by the Committee is a requirement of the Treaty of Montevideo which created LAFTA in 1961. The agreement has been signed by representatives of Argentina and Mexico but has not yet been finalized by issuance of decrees in official gazettes by either country. Brazil and Uruguay, which participated in the development of the agreement, have not yet signed the document.

Concessions granted also will apply to Bolivia, Ecuador and Paraguay under LAFTA rules.

Duty free treatment is provided for a number of glass products, including: waste glass; glass in bulk except optical; glass known as enamel glass in tubes and rods in bulk or in bars; other flat or blown glass with thickness up to 10 mm. inclusive; tiles, bricks, paving block squares and other articles of pressed or molded glass for use in construction; raw optical glass; and molded glass blocks for corrective lenses.

Other items are subject to preferential duty treatment, including some forms of flat glass, float glass, watch crystals and laboratory glassware.

Copies of the glass industry complementation agreement, in Spanish, may be obtained from the American Republics Division, Bureau of International Commerce, Department of Commerce, Washington, D.C. 20230.

Companies in Australia, Italy, Switzerland, West Germany offer licenses to U.S. firms

American companies can get production rights on shopping carts, conveyor system, diesel motors, tractors, and other various products

Manufacturers in Australia, Italy, Switzerland, and West Germany are seeking U.S. licensees to produce and distribute their products for the U.S. market.

Products offered are equipment for welding plastics; a conveyor system for use in light goods industries; diesel motors and tractors; copying devices for use with metal-cutting lathes; a plastic ball bearing cage; folding shopping carts; quick setting gauge for cross-cut saw bench; and an air-propane burner.

For additional information and the name and address of the firm write the Office of International Investment, code 874, Bureau of International Commerce, Department of Commerce, Washington, D.C. 20230 referring to the appropriate File number assigned each opportunity listed below.

• A Swiss company is seeking a U.S. licensee to produce its newly developed electrically powered equipment for welding plastic.

The equipment is used in the welding of plastic belting, joints and similar items. The parts to be welded never touch the heating blade. There is no more sliding, warming or stretching of the belt on the pulley, and because of the inter-exchangeable bushes of the equipment, it can be used for any profile.

This equipment was awarded the gold medal at the International Inventors' Fair in Brussels, and patents are now pending in most countries of the world. **File 1769.**

• A Swiss dry cleaning and clothes dyeing establishment is offering to U.S. licensees a versatile and maintenance-free conveyor for use in the dry cleaning, textile and light goods industries.

The system has endless cable fitted with maintenance-free synthetic sliding elements. It moves in a U-shaped steel rail. Hooks of various lengths are fixed every ten inches to the plastic sliding elements, and move the goods almost noiselessly over horizontal, slanted or vertical sections, without changing the positions of the loads. Automatic discharge points for hanging and other goods can be installed. The tension set is built-in with the drive, and the system can easily be extended or moved to another area. **File 1770.**

• An Italian manufacturer is seeking a U.S. licensee to produce its diesel motors, industrial transmission units and agricultural machinery and implements.

The company produces various sizes and shapes of diesel motors for stationary, marine, traction and other uses. The company also produces some farm equipment, including tractors, spaders and cultivators. **File 1771.**

• An Italian tool and die maker is seeking a U.S. licensee to produce its patented copying device.

The company describes the device as a universal semi-automatic apparatus for making dies, matrixes, and various tools at the lathe, with finer finishing and higher accuracy than is normally possible for the ordinary workman using traditional means.

The device is based on the bi-dimensional pantograph principle, and is designed to be mounted on the transverse carriage of any center lathe. **File 1772.**

• A West German firm is seeking a U.S. licensee to produce its new type ball bearing cage made of plastic.

This cage resembles a sleeve, and contains many holes in which a large number of steel balls can be embedded. Any tube or piping, which is subsequently placed through or around this cage, can have lineal as well as rotary motion.

The cage is oil, acid and corrosion-proof and can be used in the machine tool, automotive, and precision instruments industries.

The company has obtained patents throughout Europe, and has filed a patent application in the United States. The cage won the gold medal award at the International Inventors' Fair in Brussels, Belgium. **File 1773.**

• A variety of patented devices now being produced and marketed in Australia are offered for license to U.S. manufacturers. A representative of these companies is now in the U.S. and is available for consultation with interested U.S. firms until about mid-September. A few of the items are listed below:

A *folding carrier* is now produced as a shopping cart that folds into purse-size dimensions. The basic principles of collapsible wheels and telescoping handle lend themselves to numerous other applications such as luggage, household appliances, photographic tripods, fishing rods, and other tiems. **File 1774.**

A *quick setting gauge for cross-cut saw bench* is instantly adaptable to the cutting of a wide variety of lengths up to 20 ft. with an accuracy of 1/32". Useable in wood and aluminum industries and by homeowners. No special skill is required. **File 1775.**

An *air-propane burner* which is based on patented burner and regulator and for which the licensor claims advantages of greater heat and less gas, no over-heating and greater safety. The device is now being used in various applications including plumbing, poultry cleaning, soldering, home crafts, sheet metal work and paint removing. **File 1776.**

Investment Assistance

To receive follow up assistance and general information about investment abroad telephone: 202-967-3786 or write: Office of International Investment, Department of Commerce (BIC-878), Washington, D.C. 20230. "P" numbers should be used when writing about specific proposals.

WTD indicates that a World Trade Directory Report containing financial and business background information on the foreign firm is available for $2 from the Department of Commerce (BIC-924), Washington D.C. 20230 or the nearest Department of Commerce Field Office.

The licensing and joint-venture proposals listed in this section are published as an informational service for U.S. firms interested in overseas affiliations. Companies responding to these opportunities should be cognizant of the present mandatory investment regulations administered by the Office of Foreign Direct Investments, U.S. Department of Commerce, Washington, D.C. 20230.

Sudan to construct industrial complex with UNDP help

Experts from the United Nations Development Program have recommended to the Sudanese Industrial Research Institute that five new industrial enterprises be established in Sudan costing approximately $71.5 million.

The proposed new enterprises are: 1) a nitrogen fertilizer (urea) plant with an annual capacity of 170,000 tons, costing $27 million; 2) a sugar plantation and factory producing 100,000 tons annually ($12 million); 3) a kenaf (jute substitute) plantation and factory involving two projects each producing 5,000 tons a year ($12 million); 4) tannery with a capacity of 500 hides and 1,500 skins per year ($4 million); and 5) a paper mill and papyrus plantation in the southern provinces producing 5,000 tons annually ($3.5 million).

Negotiations to secure financing for the industrial complex are presently under way.

In addition, the Institute's experts are also engaged in feasibility studies for industrial enterprises involving ceramics, a groundnut oil mill, starch and glucose plant, grey iron foundry and a factory for producing steel bars from scrap. If these undertakings proceed as planned, a total investment exceeding $10 million will be involved.

Established in 1965 with UNDP aid, the Industrial Research Institute is playing an important role in Sudan's efforts to create an adequate industrial base. Primary aim of the Institute is to accelerate industrial development in Sudan through research and introduction of modern technology. It also helps the Government to stimulate production of finished or semiprocessed goods from domestic raw materials for local use and export markets.

Enjoying firm Government support, the Institute undertakes industrial work over a wide area, including: assisting factories to reorganize production techniques; performing chemical analyses and evaluations for which fees are charged to cover test work; and the creation of costing systems inside factories.

Evaluation of some 40 industrial sectors has been undertaken, mostly by national personnel on the staff at the Institute, to assist in identifying investment possibilities.

The Institute, located in Khartoum, is financed by the Government of Sudan ($674,000) and by the UNDP ($748,900). The Executing Agency is the United Nations Industrial Development Organization (UNIDO).

Jordan announces plans to buy medical and dental supplies

The Directorate of Pharmacy and Medical Supplies, Ministry of Health, Amman, Jordan, is reorganizing its catalog section on medical and dental supplies. They wish to receive literature, catalogs and price lists from American manufacturers and suppliers who are interested in selling to the Government of Jordan.

The firms and individuals in the following lists are interested in trade relations with U.S. businessmen. The commodities in which they have expressed interest are indicated by the numbers preceding the commodity classification. These numbers refer to the Standard Industrial Classification (SIC) Manual.

U.S. firms should also be aware that the listing in INTERNATIONAL COMMERCE of opportunities to trade in specific commodities and technical data does not necessarily imply approval of their export by the U.S. Department of Commerce pursuant to the U.S. Export Control Act. For applicable export licensing regulations and policies, see the *Department of Commerce Export Control Regulations* or consult the Bureau of International Commerce's Office of Export Control or any Department of Commerce Field Office.

NOTE: The SIC Manual is available for $4.50 per copy and the Export Control Regulations are priced at $12 for the year. Both publications may be ordered from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402, or any of the 42 Department of Commerce Field Offices throughout the United States.

Every effort is made to include only firms or individuals with good reputations. However, the Department of Commerce cannot be responsible for any trade relations.

● indicates that the trade opportunity represents a request for bids by a foreign government agency. A (★) following indicates that additional information may be borrowed by firms located in the U.S. from the Business and Defense Services Administration (BDSA), U.S. Department of Commerce, Washington, D.C. 20230; telephone numbers indicated. To avoid delay, requests for loan material should specify country and commodity.

★★ indicates opportunities obtained by U.S. trade missions to other countries. A (★) following these indicates that additional information may be obtained by writing the International Liaison and Trade Opportunities Staff, BDSA-541, U.S. Department of Commerce, Washington, D.C. 20230. The TM (trade mission) number is requested in correspondence. Requests for loan material should specify country and TM number.

WTD indicates that a World Trade Directory report is available on the foreign firm for which the trade opportunity is listed. These reports, indicating type of organization, sales territory, size of business, sales volume, trade and financial reputation, and other factors, are available for $2 each from the Bureau of International Commerce, BIC-924, U.S. Department of Commerce, Rm. 6059. Telephone: 202-967-4203. The date following the letters WTD refers to the date of issuance of the report. If WTD is in preparation, action will be completed on a priority basis upon receipt of request specifically identifying the trade opportunity involved.

Sales Leads for Exporters

Listed below are companies interested in buying U.S. products. Direct purchases are wanted unless a desire for an agency agreement is expressed.

011 Field crop farms

MOZAMBIQUE—Five to fifteen metric tons of soybeans for processing into vegetable oil, oilcakes. Requests c.i.f. quotations Lourenco Marques. FASOL—Fabricas Associadas de Oleos, SARL (processor), Attn: Joao de Carvalho, Caixa Postal 1128, Lourenco Marques. WTD in preparation.

151 General building contractors

● **GREECE**—Kingdom of Greece requests bids for the construction and operation of a seven million metric ton petroleum refinery at a site to be selected by the contractor who would also distribute petroleum products. This refinery has been designated as the third refinery. Bid deadline, by or before noon July 5. Bids should be submitted to the Ministry of Coordination, National Petroleum Service of Greece, 4 Karageorgi Servias St., Athens, Greece. Petroleum and Coal Division, BDSA 673, U.S. Department of Commerce, Washington, D.C. 20230.★ (Telephone: 202-967-2355).

208 Beverage industries

COLOMBIA—Bottled liquors. Central Importadora Ltda. (importers, distributors), Carrera 36 No. 19-12—Apartado Aereo No. 10101, Bogota. WTD 5/69.

JAPAN—Butter and milk flavors for shorten-

ing for use by bakeries, confectioneries. Kiyota Sangyo Kabushiki Kaisha (wholesaler), 1, 6-chome, Nishikikui-cho, Nishi-ku, Nagoya. WTD 5/69.

211 Cigarettes

COLOMBIA—Cigarettes. Central Importadora Ltda. (importers, distributors), Carrera 36 No. 19-12—Apartado Aereo No. 10101, Bogota. WTD 5/69.

227 Floor covering mills, products

AUSTRIA—Wall-to-wall floor coverings of wool or synthetic fibers. Direct purchase and agency. Otto G. Preiser & Co. (importer, agent), Fischerstiege 9/4, A-1010 Vienna. WTD 5/69.

281 Industrial chemicals

COLOMBIA—Chlorine. Central Importadora Ltda. (importers, distributors), Carrera 36 No. 19-12—Apartado Aereo No. 10101, Bogota. WTD 5/69.

FRANCE—Dyes, dyeing material, industrial chemicals suitable for utilization in plant specializing in production of felts for slipper manufacturers, special fabrics, textile goods. Chaignaud (Etablissements L.A.) (manufacturer), 16- La Rochefoucauld, Charente. WTD 5/69.

PORTUGAL—Textile chemicals; leather tanning agents, synthetic, organic. Direct purchase and agency. FOCOR-Fornecedora de Corantes (importer, agent), 288 Rua de 5 de Outubro, Oporto. WTD in preparation.

THAILAND—Boron compounds 480 kg. Requests catalogs, samples, c.i.f. Bangkok prices. Thai Pipe Fittings Co., Ltd. (manufacturer), 1824 Ban Thad Thong Rd., P.O. Box 616, Bangkok. WTD 5/69.

283 Drugs

PORTUGAL—Vitamin mixtures, nutrients, additives for preparation of animal feed; veterinary preparations. Direct purchase and agency. FREDA—Companhia Quimico-Farmaceutica, SARL (importer, wholesaler), Rua Braamcamp 10-1°, Lisbon. WTD in preparation.

284 Soap, detergents, cleaning preparations, perfumes, cosmetics

PORTUGAL—All kinds of disinfectants for insect extermination in stables, pens. Direct purchase and agency. FREDA—Companhia Quimico-Farmaceutica, SARL (importer, wholesaler), Rua Braamcamp 10-1°, Lisbon. WTD in preparation.

285 Paints, varnishes, lacquers, enamels

PORTUGAL—Paints, varnishes, lacquers, enamels, allied products. Direct purchase and agency. FOCOR—Fornecedora de Corantes (importer, agent), 288 Rua de 5 de Outubro, Oporto. WTD in preparation.

286 Gum, wood chemicals

PORTUGAL—Natural tanning materials for leather. Direct purchase and agency. FOCOR—Fornecedora de Corantes (importer, agent), 288 Rua de 5 de Outubro, Oporto. WTD in preparation.

287 Agricultural chemicals

IRAN—Ammonium phosphate, other fertilizer materials. Shirvan & Ghouchan Ghand S.A. (Shirvan & Ghouchan Sugar Mills) (importer), 102 Sepahbod Zahedi Ave., Tehran. WTD 5/69.

MOROCCO—Fertilizers, except phosphatic. Export Sicoma, 82 Rue Dumont D'Urville, Casablanca. WTD 1/69.

PORTUGAL—Fertilizers, herbicides, pesticides, other agricultural chemicals. Direct purchase and agency. ORIL—Organizacao de Representacoes Industriais, Lda. (importer, distributor, sales agent), Avenida Columbano Bordalo Pinheiro 90-A, Apartado 1003, Lisbon 1. WTD in preparation.

291 Petroleum refining

● **GREECE**—Kingdom of Greece requests bids for the construction and operation of a seven million metric ton petroleum refinery at a site to be selected by the contractor who would also distribute petroleum products. This refinery has been designated as the third refinery. Bid deadline, by or before noon July 5. Bids should be submitted to the Ministry of Coordination, National Petroleum Service of Greece, 4 Karageorgi Servias St., Athens, Greece. Petroleum and Coal Division, BDSA 673, U.S. Department of Commerce, Washington, D.C. 20230.★ (Telephone: 202-967-2355).

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306 Fabricated rubber products

THAILAND—Surgical gloves, 1,000 dozen pairs per shipment. Requests catalogs, c.i.f. Bangkok prices. Direct purchase and agency. J. T. Trading (importer, commission agent), 56/2 Pan Rd., Silom, Bangkok. WTD 1/69.

307 Plastic products

FINLAND—Polyamide plastic to be used as core for leather belting. Friitalan Nahka Oy (manufacturer), Ulvila. WTD 5/69.

325 Structural clay products

THAILAND—Bentonite, hectorite clay used in refractory linings 54 metric tons, insulating fire brick 18,000 pieces. Requests catalogs, samples, c.i.f. Bangkok prices. Thai Pipe Fittings Co., Ltd. (manufacturer), 1824 Ban Thad Thong Rd., P.O. Box 616, Bangkok. WTD 5/69.

328 Cut stone products

THAILAND—Limestone, cut and shaped, 48 metric tons. Requests catalogs, samples, c.i.f. Bangkok prices. Thai Pipe Fittings Co., Ltd. (manufacturer), 1824 Ban Thad Thong Rd., P.O. Box 616, Bangkok. WTD 5/69.

329 Abrasive, asbestos, nonmetallic mineral products

THAILAND—Silica sand 120 metric tons, graphite 600 kg. Requests catalogs, samples, c.i.f. Bangkok prices. Thai Pipe Fittings Co., Ltd. (manufacturer), 1824 Ban Thad Rd., P.O. Box 616, Bangkok. WTD 5/69.

331 Steel mill products

FRANCE—Steel sheets for stamping, drawing; steel strips; carbon steels; steel wire (inox), related products. Usine Metallurgique de Domine (manufacturer), 86- Domine, par Naintre, Vienne. WTD 5/69.

PAKISTAN—Seamless, seam weld, spiral weld steel pipes conforming to API specification 5LX42 and 5LS; 20" diameter; wall thickness .375" and .438". Requests quotations, C&F., Karachi. Dawood Petroleum Ltd. (importer), Dawood Centre, Karachi-4. WTD in preparation.

342 Cutlery, hand tools, general hardware

● **CEYLON**—Hand tools, of varying sizes, types and quantities. Tender No. COM/TEN/69/21, bid deadline Aug. 15. Highways Subdepartment of the Public Works Dept., Colombo.★ (Telephone: 202-967-5585).

GERMANY—Hand tools, tool-sets for do-it-yourself. Requests price quotations c.i.f. European ports. Requests replies in German. Direct purchase and agency. Adolf Duisberg (wholesaler, importer, exporter), 563 Remscheid, Postfach 100244. WTD 5/69.

PORTUGAL—Mechanic's handtools. Direct purchase and agency. Antonio Pais & Co. (importer, agent, distributor), 648 Rua de Julio Dinis, Oporto. WTD in preparation.

SOUTH AFRICA—Mechanics' hand tools. Direct purchase and agency. Normat S.A. (Pty.) Ltd. (manufacturers' agent, importing distributor), P.O. Box 4083, Port Elizabeth, Cape Province. WTD 5/69.

344 Fabricated structural metal products

MEXICO—Aluminum frames, hinges, other hardware for windows, doors. Requests replies in Spanish. Veralum. S.A. (manufacturer), Victimas del 25 de Junio No. 239, P.O.B. 605, Veracruz. Ver. WTD 5/69.

345 Screw machine products

● **IRAN**—Supply of 18,000 kgs. of various "T" shaped bolts and nuts. Tender No. 271

and 272/48, bid deadline Aug. 6. Iranian State Railways, Tehran.★ (Telephone: 202-967-5585).

351 Engines, turbines

ECUADOR—Diesel engines, stationary, 30 to 100 hp only. Casa Comercial Schwarz S.A. (importer), P.O. Box 3794, Guayaquil. WTD 12/67.

GERMANY—Outboard and inboard motors. Direct purchase and agency. W. Haupt, Boote und Motorenvertrieb (importer, dealer), 6095 Gustavsburg, Kolpingstr. 4. WTD 5/69.

353 Construction, mining, materials handling machinery, equipment

● **JORDAN**—Conveying equipment for filling lines of bitumen in 20″ drums. Tender No. 23/69 bid deadline June 28. Jordan Petroleum Refinery Co., Ltd., P.O. Box 1079, Amman.★ (Telephone: 202-967-5585).

KOREA—Fork lift trucks, load capacities from one to two tons. Direct purchase and agency. Shin Gmbh-Korea (commission agent), C.P.O. Box 737, Seoul. WTD in preparation.

354 Metalworking machinery

PORTUGAL—Welding, cutting apparatus. Direct purchase and agency. Antonio Pais & Co. (agent, importer, distributor), 648 Rua de Julio Dinis, Oporto. WTD in preparation.

SINGAPORE—Pipe-bending machine, hydraulically operated, capable of bending (cold and without filling) steel, copper, copper-nickel-iron and copper-nickel tubes to minimum radius of three times the bore for sizes from 5″ to 8″ nominal bore, increasing by ½″, through 90 degrees and 180 degrees; to include self-contained hydraulic system with motor-driven pump unit. Sembawang Shipyard (Pte) Ltd. (government owned shipyard), P.O. Box 3, Sembawang Post Office, Singapore 27. Attn: John Heathcote, project manager.

SOUTH AFRICA—Industrial maintenance tools, equipment; precision measuring tools. Direct purchase and agency. Normat S.A. (Pty.) Ltd. (manufacturers' agent, importing distributor), P.O. Box 4083, Port Elizabeth, Cape Province. WTD 5/69.

355 Special industry machinery

COLOMBIA—Circular knitting machinery 20 to 24 in. diameter, 16 or 18 gauge for manufacture of interlock material. Request price quotations c.i.f. Barranquilla. Fabrica de Tejidos de Punto Mareval (manufacturer, wholesaler), Apartado Aereo (Airmail P.O. Box) 1554, Barranquilla. WTD 5/69.

PHILIPPINES—Construct slaughterhouse on turnkey basis, or supply equipment and technical assistance in constructing slaughterhouse. Oscar Olegario (municipal government), 104 R. Lagmay St., San Juan, Rizal.

PORTUGAL—Carboprint, stencil coating machines. Fita-Lusa, Lda. (manufacturer), Rua de S. Juliao 142-3°., Lisbon. WTD in preparation.

356 General industrial machinery

NEW ZEALAND—Sintered iron, bronze, and steel products, namely bushes and bearings, similar small components for use in own manufacture; also sintering plant, equipment, materials for sintering process. Mr. A. Nadin, gen. mgr., Mason & Porter Ltd. (importer, manufacturer), P.O. Box 14-159, Panmure, Auckland 6. WTD in preparation.

SWITZERLAND—Air purification, dust collection equipment, fans, blowers, air conditioning filters, electrostatic precipitators, turbo blowers. Direct purchase and agency. Meier & Depuoz (manufacturer, retailer), Industriestrasse, 8627 Gruningen. WTD 5/69.

358 Service industry machines

JAPAN—Disposals, food waste-commercial; soda fountains. Kiyota Sangyo Kabushiki Kaisha (wholesaler), 1, 6-chome, Nishikikui-cho, Nishi-ku, Nagoya. WTD 5/69.

SOUTH AFRICA—Five to ten thousand domestic air conditioning units. Interested in possible future franchise. Penquin Poolquip Holdings Ltd. (manufacturer), P.O. Box 39033, Bramley, Transvaal. WTD 5/69.

SWITZERLAND—Commercial and industrial refrigeration, air conditioning equipment, water cooling towers, water coolers, refrigeration compressors, turbo compressors, air coolers, air conditioning systems, condensing units, display cases, cabinets for frozen foods, environmental control equipment, parts, attachments. Direct purchase and agency. Meier & Depuoz (manufacturer, retailer), Industriestrasse, 8627 Gruningen. WTD 5/69.

361 Electric transmission, distribution equipment

● **BURMA**—Supply switches, lamp fittings, flood light fittings and switchboard materials. Tender No. 27/T/EL-ESB (R)/68-69, bid deadline July 7. Electricity Supply Board, Central Stores Dept., Rose Bank Road, Ahlone, Rangoon, Burma. Specifications available from the Power & Electrical Equipment Division, Room 4124, BDSA, U.S. Department of Commerce, Washington, D.C. 20230.★ (Telephone: 202-967-4241).

ECUADOR—Power and distribution transformers, 50 kv.-a. upward. Oficina Tecnica Chanange (distributor), P.O. Box 3694, Guayaquil. WTD 7/68.

● **ETHIOPIA**—Supply power transformers, Tender No. 346-15 also power circuit breakers switchgear and substation structures and equipment, Tender No. 346-16. Bid deadline September. Specifications available upon payment $50 for each tender, nonrefundable, from Harza Engineering Co., 400 W. Madison St., Chicago, Ill. 60606. Project financed by World Bank.

● **IRELAND**—Supply three each 125 MVA transformers for Louth and Great Island 220 Kv Stations. Tender No. 1336/PS, bid deadline July 7. The Secretary, Electricity Supply Board, 27 Lower Fitzwilliam St., Dublin 2, Ireland. One copy of specification available for review only, not for loan, from the Power & Electrical Equipment Division, BDSA, Room 4124, Department of Commerce, 14th & Constitution Avenue, NW., Washington, D.C.★

● **NEW ZEALAND**—The New Zealand Electricity Dept. has issued tenders for the following items: supply 14 each 110 Kv, 3500 MVA and 5,000 MVA circuit breakers for Melling and New Plymouth substations. Tender No. 531, bid deadline Aug. 19.

Supply five each 55,555 KVA or 13 each 18,518 KVA transformers for the Tokaanu Power Station. Tender No. 532, bid deadline Sept. 2.

Bids on above Tenders should be sent to: Secretary, Tenders Committee, New Zealand Electricity Dept., P.O. Box 12144, Wellington North, New Zealand.

Specifications available from the Power & Electrical Equipment Division, Room 4124, BDSA-651, Department of Commerce, Washington, D.C. 20230.★ (Telephone: 202-967-4241).

SWEDEN—Electronic instruments for testing of materials; ultrasonics, other related instruments. Direct purchase and agency. AB Ultrameter (manufacturer, agent, exporter, importer), 44 Stangholmsbacken, S-127 40 Stockholm. WTD 5/69.

● **THAILAND**—Supply 660 sets potential transformers, 15 Kv, outdoor type, compound filled or dry type; 510 sets current transformers, 15 Kv, outdoor type, filled or dry with bracket for mounting in any position, 1,473 sets, 600 volt, window type, molded butyl rubber or resin insulation for outdoor or indoor use. Tender No. MEA-PSD-154, bid deadline June 30. Metropolitan Electricity Authority, Purchase & Stores Division, 121 Chakraphet Road, Bangkok, Thailand. Specifications available from The Power and Electrical Equipment Division, Room 4124, BDSA, U.S. Department of Commerce, 14th & Constitution Ave., NW., Washington, D.C. 20230.★ (Telephone: 202-967-4241).

Late Leads—Information received too late to be of value to bidders is published because many readers will find it of value in follow-up campaigns to sell complementary products and subsidiary services. Sometimes a cable to an agent on the scene will result in tie-in sales.

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362 Electrical industrial apparatus

COLOMBIA—Electrical control equipment. Central Importadora Ltda. (importers, distributors), Carrera 36 No. 19-12—Apartado Aereo No. 10101, Bogota. WTD 5/69.

● **ENGLAND**—Supply 10,000 each electric motors or preferably Stator/Rotor units, 220/240 V., A.C., 50 cycle, single phase, intermittent loading, reversible wired for connection to an external switch, to run as quietly as possible, small size important. Contact Whiteley Lang & Neill Ltd., Speke Hall Road, Liverpool L24 9HQ.

NEW ZEALAND—Electric motor drive units sought for installation on powered invalid or wheel chairs. No batteries or battery chargers. F.o.b. or c.i.f. Auckland quotes should be forwarded together with product catalogs, specifications. Mr. B. B. Thompson, Managing Dir., W. A. Thompson & Co. Ltd. (importer, manufacturer), P.O. Box 61-005, Otara, Auckland. WTD in preparation.

PORTUGAL—Electric welding apparatus, accessories. Direct purchase and agency. Antonio Pais & Co. (agent, importer, distributor), 648 Rua de Julio Dinis, Oporto. WTD in preparation.

SWITZERLAND—Electric control systems for ventilating, heating, air conditioning. Direct purchase and agency. Meier & Depuoz (manufacturer, retailer), Industriestrasse, 8627 Gruningen. WTD 5/69.

365 Radio, television receiving sets

AUSTRIA—Phonograph records; particularly recordings of classical music. Direct purchase and agency. Otto G. Preiser & Co. (importer, agent), Fischerstiege 9/4, A-1010, Vienna. WTD 5/69.

GERMANY—Phonograph records. Requests price quotations c.i.f. Duesseldorf. Radio Suelz & Co. (retailer, importer), 4 Duesseldorf, Flingerstrasse 34. WTD 5/69.

367 Electronic components, accessories

GERMANY—Electronic components for telecommunication equipment, dictating machines, magnetic tape recorders. Wolfgang Assmann GmbH (manufacturer), 6380 Bad Homburg, Industriestr. 5. WTD 5/69.

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Which overseas markets have been good customers for products like yours, so that you can select those that show best future potential?

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From these monthly reports, you can learn which of some 169 countries have bought any of more than 3,000 U.S. products. By checking U.S. exports of your products for three or four years, you can determine which countries have been the largest and most consistent markets. In some instances, the FT-410 statistics will also give you an indication of the average price for your product in a given market.

"Introductory Guide to Exporting," revised April 1969 by U.S. Department of Commerce

369 Electrical machinery, equipment, supplies

PERU—Automatic processing equipment for rapid development of X-ray film for use in hospitals. Exclusive distribution. Requests replies in Spanish. Philip Medica S.A. (importer, distributor), Nazca 704, Apartado 2769, Lima. WTD 9/68.

371 Motor vehicles, motor vehicle equipment

KOREA—Cargo trucks, load capacity 10 tons or over. Direct purchase and agency. Shin GmbH-Korea (commission agent), C.P.O. Box 737, Seoul. WTD in preparation.

373 Ship building, repairing

GERMANY—All kinds of motorboats. Direct purchase and agency. W. Haupt, Boote und Motorenvertrieb (importer, dealer), 6095 Gustavsburg, Kolpingstr. 4. WTD 5/69.

SOMALIA—One or two secondhand tug-boats of 1,000 to 1,200 h.p. capacity in good condition for ports of Chisimaio and Berbera, in order to assist ships in berthing, unberthing operations. Bollard pull of tug-boats should be of approximately 18 tons. Somali Port Authority, P.O. Box 935, Mogadiscio.

379 Transportation equipment

SWITZERLAND—Large size mobile dwellings, house trailers. Direct purchase and agency. Requests replies in German. Johann Voegeli (importer, distributor), Werdgasschen 12, 8004 Zurich. WTD 5/69.

381 Engineering, laboratory, scientific, research instruments

GERMANY—Laboratory, scientific instruments. Direct purchase and agency. IMA GmbH & Co. (sales agent, wholesaler, importer), 6300 Giessen, Marburger Str. 81. WTD 6/69.

KUWAIT—Laboratory equipment, instruments. Al-Hagery Trading & Contracting Co., Ltd. (agent, retailer, wholesaler, importer), P.O. Box 4771, Kuwait. WTD in preparation.

382 Instruments for measuring, controlling, indicating physical characteristics

● **KOREA**—Supply of protective mining equipment including 2 anemometers, 3 methanometers, 2 carbon monoxide indicators, 2 oxygen indicators, and 5 protective masks. Tender No. KFX-9090-S (Part III only), bid deadline July 3. Source: U.S. only. Requested by the Office of Supply, Government of the Republic of Korea, Seoul, Korea. Terms and specifications available on loan basis from the Scientific and Business Equipment Division, BDSA-653, U.S. Department of Commerce, Washington, D.C. 20230.★ (Telephone: 202-967-2939).

384 Surgical, medical, dental instruments

ECUADOR—Guns to induct from a distance dosified anaesthesia into small and large wild animals. Mercantil Importadora Maspons, C.A. (importer), P.O. Box 580, Guayaquil. WTD 6/68.

GERMANY—Medical apparatus, electric. Direct purchase and agency. IMA GmbH & Co. (sales agent, wholesaler, importer), 6300 Giessen, Marburger Str. 81. WTD 6/69.

509 Wholesalers

GERMANY—Iron and steel scrap for manufacturers of high quality steels. Requests price quotations c.i.f. German or Dutch ports. Direct purchase and agency. Karl Korf (importer, wholesaler), 4 Duesseldorf, Hermannstrasse 8. WTD 5/69.

Libya plans construction of passenger stations

The Central Tenders Board, Ministry of Finance, Tripoli, Libya, announces a call for bids on the construction of passenger stations at Idriss and Benina airports (Tenders Nos. 1150 and 1151, respectively).

Companies bidding on these projects should be registered at the Ministry of Public Works and must submit evidence with their bids indicating their registration.

Bid deadline on the Idriss station project is Sept. 22, and Oct. 6, on the Benina station project.

Conditions, specifications, and drawings on Tender No. 1150 are obtainable from the Department of Civil Aviation in Tripoli for a non-refundable 200 Libyan pounds (1 L £ = $2.80) to be paid in cash to the Public Treasury.

The bid documents on Tender No. 1151 are obtainable from the Benina Airport Controller in Benghazi for a non-refundable 200 Libyan pounds to be paid in cash to the Public Treasury.

Each formal tender must be accompanied by a provisional deposit of 50,000 Libyan pounds.

Supply bids requested for telephone instruments

The Director General (Stores Division) Post Office Headquarters, Wellington, New Zealand, has issued Tender No. P.O. H. Q. 170/6551, for the supply of telephone instruments.

Bid deadline is Aug. 21.

Bid should offer 68,000 type 100 telephones and 2,000 type 110 telephone instruments in accordance with N.Z.P.O. specifications.

Copies of tender announcement and specifications are available from the Director General (Store Division) Post Office Headquarters, Wellington, New Zealand. One copy is available on a short-term loan basis to firms located in the U.S. from the Communications-Electronics Division, BDSA-643, Room 4209, U.S. Department of Commerce, Washington, D.C. 20230.★ (Telephone: 202-967-4823).

Greece sets deadline for naval radars and plotters

The Hellenic Navy Command, Athens, has issued Tender No. 51521/X/68, for the supply and installation of naval radars and plotters. Deadline is July 2.

Bid should offer two X band radars with a minimum range of 20 yards and a maximum range of not less than 45 nautical miles. Power supply should operate from 3 phase 400-440 volt 60 Hz.

Copies of tender announcements and specifications are available from the Royal Greek Embassy, Naval Attache, 2228 Mass. Ave., NW., Washington, D.C. 20008 or on a short-term loan basis to firms located in the U.S. from the Communications-Electronics Division, BDSA-643, Room 4209, U.S. Department of Commerce, Washington, D.C. 20230.★ (Telephone 202-967-4823).

Sales Representation

The firms listed below are interested in representing U.S. firms in the areas indicated. Exclusive distributorship for these commodities is wanted only if specified.

203 Canning, preserving foods

GERMANY—Canned fruits, vegetables, citrus juice, concentrates. A. N. Shapiro, Standard Commission & Trading Office (sales agent, representative), 6 Frankfurt/Main, Marbachweg 79. WTD 5/69.

204 Grain mill products

NIGERIA—Livestock feeds. The New Africa Industries Ltd. (manufacturer), 33 Ogedegbe St., P.O. Box 244, Warri. WTD in preparation.

222 Broad woven fabric mills, manmade fiber, silk

THAILAND—Upholstery fabrics, manmade fiber, silk in roll of 52" width, 500 yds. per shipment. Exclusive agency. Requests catalogs, samples, c.i.f. Bangkok prices. J. T. Trading (importer, commission agent), 56/2 Pan Rd., Silom, Bangkok. WTD 1/69.

261 Pulp mills, products

PAKISTAN—Paper pulp, including bleached, unbleached, semi bleached sulphate (kraft pulp) and sulfites, as well as mechanical and knotter pulp. Requests quotations C.&F., Karachi and Chittagong. H. B. Sayeed Ltd. (importer), 23 Elphinstone St., Karachi-3. WTD in preparation.

281 Industrial chemicals

ECUADOR—General industrial chemicals. Oficina Tecnica Chanange (agent), P.O. Box 3694, Guayaquil. WTD 7/68.

282 Synthetic materials

PORTUGAL—Acrylic fibers. Mario Jose Taron Oliveira (agent, importer), 141 Rua do Paraiso, Oporto. WTD 7/68.

307 Plastic products

FRANCE—Manufacturer of plastic household and camping wardrobes, slip covers, cushions and baby panties seeks arrangement with American manufacturer or dealer of complementary plastic household goods whereby American firm would act as sales agent-distributor for products of French firm which would perform similar service for American company. Requests replies in French or German. MAFAP, Manufacture Francaise d'Articles Metalliques et Plastiques (manufacturer, distributor), 67 Mutzig. WTD 4/68.

311 Leather tanning, finishing

THAILAND—Upholstery leather in roll of 52" width, 500 yds. per shipment. Exclusive agency. Requests catalogs, samples, c.i.f. Bangkok prices. J. T. Trading (importer, commission agent), 56/2 Pan Rd., Silom, Bangkok. WTD 1/69.

323 Glass products

KUWAIT—Laboratory glassware. Al-Hagery Trading & Contracting Co., Ltd. (agent, retailer, wholesaler, importer), P.O. Box 4771, Kuwait. WTD in preparation.

325 Structural clay products

THAILAND—Ceramic wall tile. Exclusive agency. Requests catalogs, samples, c.i.f. Bangkok prices. Kasem Phaisarn Ltd. Partnership (importer, wholesaler), 31-33 Vorachak Road, Bangkok. WTD 5/69.

331 Steel mill products

SWITZERLAND—Stainless steel sheets, strips hot rolled finish 1 and cold rolled finish 2B in types 304, 304 L, 316, 316 L, 321. Courvoisier & Co. AG (agent, manufacturer), Route de Gottstatt 24, 2500 Bienne. WTD 12/68.

343 Heating apparatus, plumbing fixtures

THAILAND—Sanitary ware such as bathtubs, lavatories. Exclusive agency. Requests catalogs, brochures. c.i.f. Bangkok prices. Kasem Phaisarn Ltd. Partnership (importer, wholesaler), 31-33 Vorachak Rd., Bangkok. WTD 5/69.

351 Engines, turbines

KUWAIT—Steam engines, steam, gas and hydraulic turbines and steam, gas and hydraulic turbine generator sets. Al-Tadamon Co. (importer, wholesaler, agent), P.O. Box 4784, Kuwait. WTD in preparation.

352 Farm machinery

NICARAGUA—Tractor-mounted field mower for harvesting kenaf. Exclusive representation. Requests descriptive literature. Nicaragua Machinery Co. (importer, distributor), Apartado Postal 469, Managua. WTD in preparation.

353 Construction, mining, materials handling machinery, equipment

FRANCE—Earth-drilling and boring machinery; construction, mining, related equipment, replacement, spare parts, accessories, related lines. Usine Metallurgique de Domine (manufacturer), 86- Domine, par Naintre, Vienne. WTD 5/69.

354 Metalworking machinery, equipment

FINLAND—Portable power-driven hand tools for drilling masonry, concrete; must operate with hammering, vibration as well as rotary drilling. Exclusive distributorship. Oy Finnmarket Ab (importer, distributor), Paivalaisentie 4, Helsinki 39. WTD 5/69.

355 Special industry machinery

ECUADOR — Cement - making machinery; equipment, parts. Oficina Tecnica Chanange (agent), P.O. Box 3694, Guayaquil. WTD 7/68.

NICARAGUA—Industrial machinery for processing of kenaf fiber, to include decorticating, drying machine. Exclusive representation. Requests descriptive literature. Nicaragua Machinery Co. (importer, distributor), Apartado Postal 469. Managua. WTD in preparation.

SINGAPORE — Graphic arts machinery, equipment. Mr. Kho Tiong Hien, deputy gen. mgr., MPH Printing & Supply Sdn. Bhd. (publisher), 4-8 Trafalgar St., Singapore 2. WTD 5/69.

THAILAND—Stamping foil machines. Exclusive agency. Requests catalogs, brochures, c.i.f. Bangkok prices. D. H. A. Siamwalla Ltd. (importer, wholesaler), 210 Suriwongse Road, Bangkok. WTD 1/68.

356 General industrial machinery

JAPAN—Steering gears, marine use. Dodwell & Co., Ltd. (exporter, importer), Attn: A. K. Hamilton, C.P.O. Box 297, Tokyo. WTD 12/68.

SWITZERLAND—Air purification, dust collection equipment, aircurtains, exhaust and ventilating fans, air moving blowers, industrial dust and fume collecting equipment, electrostatic precipitators, turbo blowers, centrifugal purifiers, industrial, sewage centrifuges. Ingenieurburo Oskar Mengau (consulting engineers, manufacturers' representative), St. Gallerstrasse 10, 8353 Elgg. WTD 5/69.

357 Office, computing, accounting machines

AUSTRALIA—Office folding machines; paper shredding machines, office & industrial; overhead projection equipment; transparencies for visual education purposes; telephone answering machines; envelope opening machines; adding, calculating machines. Exclusive agency. Mr. John Brannan, man. dir., Ultramatic Systems Pty. Ltd. (importer, distributor), Threadneedle Chambers, Pacific Highway & Bruce St., Crows Nest, N.S.W. 2065. WTD 5/69.

AUSTRIA—Analog-to-digital converters to transform transducer analog signals into digital data display; equipment suitable for direct coupling into computer systems. Exclusive representation. Max Baenninger & Co. K.G. (wholesaler, manufacturers' representative, exporter, importer), Bauernmarkt 10, A-1010 Vienna. WTD 5/69.

SWITZERLAND—Adding, calculating machines; other desk office machines, devices. Auto-Doppik AG (distributor), Attn: W. Kaderli; President, Ave. de la Gare 6, 25000 Bienne. WTD 6/68.

On-line, off-line devices for EDP, input/output equipment, readers, printers, computer peripheral equipment, data collecting equipment, auxiliary equipment; paper cutting, form detaching machines. Rolf Schneider (agent, distributor), Im grunen Hof 35, 8133 Esslingen. WTD 5/69.

358 Service industry machines

SWITZERLAND—Sewage purification equipment, power sewer cleaning equipment, water filters, conditioners. Ingenieurburo Oskar Mengeu (consulting engineer, manufacturers' representative), St. Gallerstrasse 10, 8353 Elgg. WTD 5/69.

THAILAND—Auto air conditioners. C.i.f. Bangkok prices, catalogs requested. Exclusive agency. Siam Union Ltd. Partnership (importer, wholesaler), 376 Rama I Rd., Bangkok. WTD 5/69.

359 Machinery

JAPAN—Stern seals. Dodwell & Co., Ltd. (importer, exporter), Attn: A. K. Hamilton, C.P.O. Box 297, Tokyo. WTD 12/68.

361 Electric transmission, distribution equipment

BRAZIL—Universal testers for tension, compression, transverse and shear testing, electronic readouts. Testers should include those with capacity for over 300,000 lbs. Comercial Goncalves Eletricidade e Automatizacao Ltda. (agent, importer), Attn: Dr. Adalberto Goncalves Leite, Rua Florencio de Abreu 643, 1° andar, loja 5, Sao Paulo, S.P. WTD in preparation.

Electric measuring instruments. Salvi Casagrande Medicao e Automatizacao Ltda. (agent, importer), Attn: Jose Salvi, man. part., Rua Florencio de Abreu 605, Sao Paulo, S.P. WTD in preparation.

FINLAND—Electronic measuring instruments for chemical laboratories. Exclusive distributorship. Instrumentarium Oy (importer, distributor, retailer), Aleksanterinkatu 15, Helsinki 10. WTD 5/69.

KUWAIT—Full line of electric transmission and distribution equipment. Al-Tadamon Co. (importer, wholesaler, agent), P.O. Box 4784, Kuwait. WTD in preparation.

362 Electrical industrial apparatus

SWITZERLAND—Phonometers, electronic timing devices, electric fire alarm apparatus, lye- and acid-regulation controls. Ingenieurboro Oskar Mengeu (consulting engineer, manufacturers' representative), St. Gallerstr. 10, 8353 Elgg. WTD 5/69.

364 Electric lighting, wiring equipment

CANADA—Vehicular spot lights; regular bulb type, iodine quartz type. D. L. Bevans (Canada) Ltd. (distributor, sales agent), 134 Dornic Rd., Oakville, Ontario. WTD 6/69.

KUWAIT—Current and non-current carrying wiring devices. Al-Tadamon Co. (importer, agent, wholesaler), P.O. Box 4784, Kuwait. WTD in preparation.

365 Radio, television receiving sets

IVORY COAST—Public address systems. Exclusive representation. Requests replies in French. M. Michel Aufour, Departement Telephonie (importer, distributor), Ets. Peyrissac Cote d'Ivoire, B.P. 1272, Abidjan. WTD 5/68.

KUWAIT—Language laboratories, recording systems. Al-Hagery Trading & Contracting Co., Ltd. (agent, retailer, wholesaler, importer), P.O. Box 4771, Kuwait. WTD in preparation.

THAILAND—New lines of electronic audio-visual equipment, teaching aids, excluding projectors, television sets. Exclusive agency. Requests catalogs, brochures, c.i.f. Bangkok prices. D. H. A. Siamwalla Ltd. (importer, wholesaler), 210 Suriwongse Road, Bangkok. WTD in preparation.

366 Communication equipment

AUSTRIA—Low light level television cameras for industrial monitoring purposes. Exclusive representation. Max Baenninger & Co. K.G. (wholesaler, manufacturers' representative, exporter, importer), Bauernmarkt 10, A-1010 Vienna. WTD 5/69.

FINLAND—Nuclear electronics equipment for medical diagnostic, therapeutic applications. Exclusive distributorship. Instrumentarium Oy (importer, distributor, retailer), Aleksanterinkatu 15, Helsinki 10. WTD 5/69.

IVORY COAST—Transceivers, radio-telephones, automobile radio-telephones. Exclusive representation. Requests replies in French. M. Michel Aufour, Departement Telephonie (importer, distributor), Ets. Peyrissac Cote d'Ivoire, B.P. 1272, Abidjan, Ivory Coast. WTD 5/68.

367 Electronic components, accessories

SWITZERLAND—Magnetic computer tape. Rolf Schneider (agent, distributor), Im grunen Hof 35, 8133 Esslingen. WTD 5/69.

372 Aircraft, parts

AUSTRALIA—Air-sea rescue beacons: civil frequency beacons; airline emergency beacons—dual frequency for use in over-water flight. Equipment must conform to FAA approval specifications TSO C61a. Amalgamated Wireless (Australasia) Ltd. (manufacturer, distributor, importer), G.P.O. Box 2516, Sydney, 2001. WTD 4/69.

ARGENTINA—Light tourism, "STOL" (short take-off and landing) aircraft. Exclusive representation. Vimar Electromecanica, S.R.L. (importer), 25 de Mayo 526, San Isidro, Pcia. de Buenos Aires. WTD 4/69.

Choice of language

Some people—about seven-eighths of them—just do not understand English.

So when you answer an advertiser in these pages who requests replies in his own language oblige him *and* yourself.

Ask the Department of Commerce Field Office for advice.

382 Instruments for measuring, controlling, indicating physical characteristics

AUSTRIA—Industrial process controls such as flow meters, flow switches, oxygen analyzers for inert gas, PH and conductivity control equipment, thermocouples, temperature and pressure gauges and switches, sensors, readout units, combustible and toxic gas alarm systems. Exclusive representation. Max Baenninger & Co. K.G. (wholesaler, manufacturers' representative, exporter, importer), Bauernmarkt 10, A-1010 Vienna. WTD 5/69.

BRAZIL—Integrating meters, industrial process instruments. Salvi Casagrande Medicao e Automatizacao Ltda. (agent, importer), Attn: Jose Salvi, man. part., Rua Florencio de Abreu 605, Sao Paulo, S.P., Brazil. WTD under preparation.

FINLAND—Non-destructive ultrasound and infrared testing equipment for industrial applications; nuclear electronic equipment for industrial process control; pulp and paper mill electronic control instruments. Exclusive distributorship. Instrumentarium Oy (importer, distributor, retailer), Aleksanterinkatu 15, Helsinki 10. WTD 5/69.

JAPAN—Torsion meters for marine crankshafts. Dodwell & Co., Ltd. (importer, exporter), Attn: A. K. Hamilton, C.P.O. Box 297, Tokyo. WTD 12/68.

SWITZERLAND—Geiger counters, radiation measuring, detecting equipment, fire detector systems, personnel dosimetry devices, salinity indicators, fume sensors. Ingenieurburo Oskar Mengeu (consulting engineer, manufacturers' representative), St. Gallerstrasse 10, 8353 Elgg. WTD 5/69.

383 Optical instruments, lenses

FINLAND—Optical measuring instruments for chemical laboratories. Exclusive distributorship. Instrumentarium Oy (importer, distributor, retailer), Aleksanterinkatu 15, Helsinki 10. WTD 5/69.

Light analyzing equipment, including photometers, spectroradiometers, integrators, related equipment for botanical, biological research establishments. Exclusive distributorship. Oy M. Fuchs Ab (importer), Hameentie 155 C, Helsinki 56. WTD 5/69.

386 Photographic equipment

KUWAIT—Visual and audio visual educational aids. Al-Hagery Trading & Contracting Co., Ltd. (agent, retailer, wholesaler, importer), P.O. Box 4771, Kuwait. WTD in preparation.

394 Toys, amusement, sporting goods

SWITZERLAND—Exercising machines, playground equipment, power driven amusement vehicles, plastic swimming pools. Meier & Depuoz (manufacturer, importer), Industriestrasse, 8627 Gruningen. WTD 5/69.

Libya harbor project needs construction bids

Companies specializing in navigation and port works and registered with the Ministry of Public Works in Tripoli as "First class contractors" are invited by the Central Tender Board to obtain tender specifications for work on the extension of Tripoli Harbour, Stage 1B (AB).

The tender includes the following works: (a) dredging, excavation and reclamation; (b) breakwaters; (c) quays, pierheads and slipways; (d) buildings; (e) roads, surfacing, etc.; (f) water supply, sewerage and drainage; (g) electricity supply, lighting, telephone and navigation lights.

Copies of the conditions, specifications, drawings and other documents of this tender (International Tender 1149) cost three hundred Libyan pounds (1 L £ = $2.80) for each unit, available from the financial section of the Ports and Lights Department at Tripoli Port, during the official working hours. This fee is unreturnable. No company is allowed to get more than two sets of these documents.

Bids must be placed in the tenders' box in the office of the Secretary of the Central Tenders Board not later than Oct. 27. Tenders must be accompanied by a preliminary guarantee amounting to 100 million Libyan pounds.

Greece requests bids on tourist complex

The Rizarios Seminary, 24 Vasilissis Sophias St., Athens, invites bids on the construction and operation of a complex comprising hotels and other tourist facilities as follows:

A 500-room deluxe hotel, a 300-room deluxe hotel, a 275-room apartment/office building, a commercial tourist center, and a garage to accommodate about 450 cars.

The contractor will also be required to construct an administration building for the seminary. Bidders will also be required to quote a fee that they will pay to operate the complex. The concession will be for 30 years.

The complex will be constructed on a 17,800 sq.m. (21,290 sq. yds.) site of the school, located in a fashionable district of Athens just across from the Athens Hilton Hotel.

The deadline for the submission of bidding proposals is noon, Nov. 19.

Bidding proposals should be accompanied by a bid bond, in the form of a bank letter of guarantee, for the amount of $500,000.

Non-food commodities sought by German supermarkets for future U.S. promotions

Four German supermarkets are seeking U.S. suppliers of non-food items for use in their stores for America Weeks promotions. Each of the stores operates several outlets throughout Germany.

Although considered grocery stores, they are actually variety stores seeking such items as toys, softwares, hardware and novelty items for 1969-1970 promotions.

Interested U.S. companies may write directly to any of the following firms in Stuttgart, Germany: L. Gottlieb GmbH, D-7800 Freiburg i. Breisgau, Hans Bunte-Strasse 16; Famila Handels-Zentralges, D-7600 Offenburg, Englerstrasse 1; Friedrich Specht Soehne, D-7057 Leutenbach; and SPAR, Lebensmittel, D-7410, Reutlingen, Heinestrasse 4.

Visiting Buyers and Officials

ARGENTINA—Dr. Salomon Ferman, principal officer, S. Ferman & Asociados (SFA), Piedras 383, Buenos Aires, **interested in contacting U.S. firms specializing in business management, administrative and consulting services, market research, tax consultation, particularly accounting and auditing.** June 5 via New York for 15 days. c/o Beverly Hotel, 125 E. 50th St., New York, N.Y. 10022. Itinerary: New York, Washington. WTD in preparation.

AUSTRALIA—D. M. Hallam, representing E. Sachs & Co. Ltd., P.O. Box 82, Zillmere, Brisbane, Queensland 4034, **interested in component parts or license to manufacture domestic hot water systems, preferably natural gas.** July 5 via New York for approx. two weeks. c/o Australian Trade Commissioner, 636 Fifth Ave., New York, N.Y. 10020. Itinerary: New York, Chicago, San Francisco. WTD 5/69.

E. W. Ashcroft, representing Civil & Pipe Constructions Pty. Ltd., 37 Myrtle St., Glen Waverley, Vic., and Harvest Foods Ltd., 865 Nepean Highway, Moorabbin, Vic., **interested in earth moving equipment,** particularly horizontal boring, air compressors, back hoes and ditchers, potato and onion harvesters, and requesting technical information. July 1 via New York for two weeks. c/o Danola Corp., Los Angeles. Itinerary: New York, Los Angeles, others as required. WTD in preparation.

Philip M. Levy, Eden Real Estate Co., 4 Pascoe Vale Road, Moonee Ponds, Vic., **interested in meeting U.S. realtor, appraisers, brokers re land development in Australia.** June 10 via Honolulu for approx. four weeks. c/o B.O.A.C. Airways, Washington, D.C. Itinerary: Los Angeles, Las Vegas, San Francisco, Seattle, Chicago, Wash., D.C., Philadelphia, New York. WTD in preparation.

AUSTRIA—Floyd D. Bucheit, pres., F. D. Bucheit, International Marketing Management Services Corp., 34 Mozartstr., A-2500 Baden b/Wien, **interested in meeting U.S. manufacturers wishing to export their products to German-speaking and Eastern European countries; offers marketing management service which ranges from market research to controlled distribution for industrial and consumer products.** July 1 via New York until July 22. C/o Box A, Galmar. Iowa 52132. Itinerary: New York, 7/10 Cleveland, 7/14-15 Chicago, 7/18 Milwaukee, 7/22 Minneapolis. WTD 11/68.

ECUADOR—Emilio Luque S., dir., and Gino Zane, technical manager, COFRESA—Conservas de Frutas Ecuatorianas S.A., P.O. Box 4965, Guayaquil, **interested in purchasing machinery and equipment to process tropical fruits and requesting technical information.** June 11 via Houston for 25 days. c/o Ecuadorean Consulate General, 1270 Ave. of the Americas, New York, N.Y. 10020. Itinerary: Houston, San Antonio, Los Angeles, San Jose, Chicago, New York, Miami. WTD in preparation.

MARTINIQUE, F.W.I.—Roger Lafosse-Marin, P.O. Box 56, Fort-de-France, **interested in becoming sales agent or distributor for U.S. products, particularly construction lumber.** June 12 via New York for one month. c/o Mrs. Gerard de Jeham, 2945 Ave. de Soissons, Montreal 241, Quebec, Canada. Itinerary: New York, Vancouver, Portland, Seattle, Los Angeles. WTD 5/69.

Leads for Importers

Commodities are offered direct unless specified

012 Fruit, tree nut, vegetable farms

ECUADOR—Annatto seeds, molle (native pepper seeds). Mercantil Martinez Velasco S.A. (exporter), P.O. Box 1075, Guayaquil. WTD 5/69.

229 Textile goods

FRANCE—Felts (flock, print, others), textile goods, special fabrics for utilization by manufacturers of slippers, related footwear. Chaignaud (Etablissements L.A.) (manufacturer), 16- La Rochefoucauled, Charente. WTD 5/69.

Future Construction

For maximum assistance to those interested in overseas construction projects, U.S. Foreign Service officers report them as soon as possible, often in early planning stages. Some may not reach completion as originally proposed. In such cases additional information is published as it is obtained.

DENMARK—Legislation has been passed authorizing the Minister of Public Works to prepare a plan for the **construction of a new airport** on Saltholm island which will eventually replace the existing Copenhagen airport at Kastrup.

The legislation stipulates that the initial plan shall contain programming for the first phase, and a tunnel between the islands of Amager and Saltholm.

Construction work will not begin until further legislation is adopted by the Folketing, presumably in the 1969-70 session.

A permanent connection across the Oresund to be financed on a 50-50 basis was discussed by the Danish and Swedish Traffic Ministers in Copenhagen on Apr. 11.

FINLAND—The Helsinki City Council has voted approval of plans for construction of an **11.6 kilometer double-track rapid transit line** in Helsinki at an estimated cost of $75 million. It will encompass silicon control rectifier and an automatic train control system adapted to the computer. Costs for the rolling stock and the control system are estimated at $22.5 million. The remainder will be for a four kilometer tunnel, a bridge, surface track, and stations.

International tenders for the rolling stock may be called in September.

Invitations to bids on the ATC-system will probably be sent out separately early next year. Bids for the construction phase of the work will also be called for next year. It is not presently clear whether the construction will also be open to international competition or whether it will be confined to Finnish concerns.

Trial runs for the new cars are to be carried out on an experimental section of track during the winter of 1972-73. If successful, the actual construction work will begin immediately.

While organizations in the United Kingdom and the Soviet Union have expressed interest in taking part in the project, no American companies have yet approached the local authorities. Those interested should get in touch with: Mr. Unto Valtanen, Dir. of the Rapid Transit Planning Office of the City of Helsinki, Museokatu 8 A, Helsinki 10.

New Books and Reports

***Overseas Business Reports.* U.S. Department of Commerce. Washington, D.C. 1969. $16 per year. ($5 additional for overseas mailing), 15 cents per copy.**

Basic Data on the Economy of Taiwan. OBR 69-8. 23pp. Information is presented on geography, population, health, education and welfare, government, the industrial sectors, labor force, finance, foreign trade, development planning and the outlook for the economy.

Foreign Trade Regulations of Canada. OBR 69-10. 21pp. Report is about trade policy, import tariff system, special customs provisions and procedures, internal taxes, shipping documents, shipments by mail, marking and labeling requirements, non-tariff import controls, U.S. and Canada's controls and government representation.

United States Trade With Major World Areas 1963-1968. OBR 69-11. 40pp. This report provides comparable data on U.S. foreign trade by major world areas for six consecutive years. The totals have been adjusted to include trade in silver ore and bullion formerly reported separately by the Bureau of Census.

Selling in France. OBR 69-17. 23pp. A description of France's import channels and requirements, commercial practices, technical standards and requirements, patents, trademarks, copyrights, distribution practices, contracts with agents or representatives, transportation and storage facilities. Information is also presented on commercial practices, marketing aids, government procurement and notes for business travelers.

Selling in East Africa. OBR 69-19. 23pp. Distribution centers and channels, import requirements, transportation, ports and storage are discussed in this report along with commercial practices, marketing aids, government procurement and selling under U.S. programs.

Write: any Department of Commerce Field Office or Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

***Foreign Nationals in International Management.* By Michael G. Duerr and James Greene. Published by National Industrial Conference Board, Inc. New York. 1968. 50pp. $5.**

This Conference Board survey analyzes a problem faced by U.S. companies engaged in international business: meeting the rising demand for qualified men to manage their overseas operations.

The most common complaint shown by the survey was that national managers are unfamiliar with American business methods, however, 254 international executives of U.S. corporations surveyed indicated generally that most firms would rather use local nationals than Americans to manage their overseas affiliates.

Write: National Industrial Conference Bd., Inc., 845 Third Ave., New York, N.Y. 10022.

***Africa 1969.* By Pierre Etienne Dostert. Published by Stryker-Post Publications, Inc. Washington, D.C. 1969. 102pp. $1.75.**

Now in its fourth annual edition, this illustrated paperbound volume begins with a concise historical background of the entire African continent. It then takes each of the 41 countries from its independence date to 1969.

The author presents an insight into the problems and prospects of each nation, its history, government, politics, culture, and economy. Comparative maps of Africa in 1905 and in 1969 are included.

Write: Stryker-Post Publications, Inc., 888 17th St. NW., Washington, D.C. 20006.

***Decimal Currency Board: Points for Businessmen and Cash Transactions During the Changeover.* Published by Her Majesty's Stationery Office. London. 1969. 25 cents each.**

These are the two latest publications in the Decimal Currency Board series explaining the British changeover to the decimal system in 1971.

Points for Businessmen sets out briefly some of the things businessmen need to consider about the new currency: banking effects, accounting effects, coinage effects, business machines, computers, printed materials, staff training, and benefits of decimalization.

Cash Transactions During the Changeover deals with such problems as dual currency during the changeover period, repricing of goods and services, and dual pricing, and contains a conversion table.

Write: Sales Section, British Information Service, 845 Third Ave., New York, N.Y. 10022.

***Directory of Commerce and Industry for the Syrian Arab Republic.* Published by the Arab Advertising Organization. Damascus. 1969. $5 postpaid.**

This Directory is divided into three sections. The first gives a brief survey of Syria's geography, tourism, industry, and commerce. The second is a guide to commodities. The third contains information for those dealing with Syria in various economic fields.

Listed in the commodity guide are names pertinent to industry, commerce, and services in the public and private areas, and the commodities Syria uses in its commerce and industry.

Included in the last section is information on exports and imports, and restriction of export and imports.

Write: The Arab Advertising Organization, 28, Montanabi St., Damascus, Syria.

***The Markets for Manioc in the Federal Republic of Germany, The Netherlands, and Belgium.* 94pp. $5.**

***Cashew Marketing.* 102pp. $5.**

***Hides, Skins, & Leather—Major Markets in Western Europe.* 332pp. $5.**

***The Major Markets for Unmanufactured Tobacco.* 560pp. $10.**

***The Fresh Fruit and Vegetable Markets in Seven European Countries. Vol. I. General Survey and Selected Fresh Fruits.* 392pp. $10.**

***The Fresh Fruit and Vegetable Markets in Seven European Countries. Vol. II. Selected Fresh Vegetables.* 196pp. $5.**

The above are published by the International Trade Center UNCTAD/GATT. Geneva. 1968. In English, French or Spanish.

The Center, which was established at the request of the developing countries to aid them in promotion of export trade, provides them with information about export markets and marketing; helps them develop their export promotion services; and trains the personnel required.

Write: The International Trade Center UNCTAD/GATT, Palais des Nations, 1211 Geneva 10, Switzerland.

☆ U.S. GOVERNMENT PRINTING OFFICE 1969—341-964/50

Calendar *for international traders*

ATLANTA—July 9—Businessmen's Consultation, **Richard Garnitz, director, U.S. Tokyo Trade Center.** Sponsor: Commerce Field Office.

ATLANTA—July 31—Businessmen's Consultation, **Joseph Rand, commercial officer, U.S. Embassy, Vienna.** Sponsor: Commerce Field Office.

BOSTON—July 21—Businessmen's Consultation, **John B. McGrath, Economic Officer, U.S. Embassy, London.** Sponsor: Commerce Field Office.

CEDAR FALLS, IOWA—July 2—Export Workshop Luncheon on Exhibiting Abroad, Howard Johnson Restaurant, 12 noon. Sponsors: Commerce Des Moines Field Office, REEC, Foreign Trade Bureau, Cedar Falls Chamber of Commerce.

CHICAGO—June 30—Businessmen's Consultation, **Richard Garnitz, director, U.S. Tokyo Trade Center.** Sponsor: Commerce Field Office.

CHICAGO—July 1—Automotive Exporters' Club of Chicago, Builders Bldg.

GARDEN CITY, N.Y.—July 1—FCIB Round Table Conference on foreign finance, credit, collection and exchange problems, Garden City Hotel, 10 a.m. Chairman: J. R. Stunzi, president, Allied Bank International.

GREENSBORO, N.C.—July 29—Businessmen's Consultation, **Joseph Rand, commercial officer, U.S. Embassy, Vienna.** Sponsor: Commerce Field Office.

HARTFORD — July 11 — Businessmen's Consultation, **John B. McGrath, Economic Officer, U.S. Embassy, London.** Sponsor: Commerce Field Office.

LOS ANGELES—July 25—Export Expansion Seminar, Western Pacific Bldg., 1031 South Broadway, 9:30 a.m. Sponsor: Commerce Field Office.

MIAMI — July 11 — Businessmen's Consultation, **Richard Garnitz, director, U.S. Tokyo Trade Center.** Sponsor: Commerce Field Office.

NEW YORK CITY—July 22-23—Businessmen's Consultation, **Richard Garnitz, director, U.S. Tokyo Trade Center.** Sponsor: Commerce Field Office.

PHOENIX—July 24—Export Workshop, Room 5413, Federal Bldg., 10 a.m.-12 noon. Sponsors: Commerce Field Office, REEC.

RIO PIEDRAS, P.R.—July 2—Eighth of 12 weekly lectures in Spanish on Introduction to International Trade, Rm. 238, Social Sciences Bldg., University of Puerto Rico, 8 p.m. Sponsors: U.S., Puerto Rico Departments of Commerce; REEC; Pan American World Airways.

SAN FRANCISCO—July 9—"Why are we losing in our trade with Mexico." Speaker: Fulton Freeman, former Ambassador to Mexico. Fairmont Hotel, luncheon. Sponsor: California Council for International Trade.

U.S. DEPARTMENT OF COMMERCE—FIELD OFFICES

ALBUQUERQUE, N. MEX., 87101, U.S. Courthouse. Area Code 505 Tel. 843-2386.

ANCHORAGE, ALASKA, 99501, 306 Loussac-Sogn Bldg. Area Code 907 Tel. 272-6531.

ATLANTA, GA., 30303, 4th Floor Home Savings Bldg., 75 Forsyth St. N.W. Area Code 404 Tel. 526-6000.

BALTIMORE, MD., 21202, 305 U.S. Customhouse, Gay and Lombard Sts. Area Code 301 Tel. 962-3560.

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BUFFALO, N.Y., 14203, 504 Federal Bldg., 117 Ellicott St. Area Code 716 Tel. 842-3208.

CHARLESTON, S.C., 29403, Federal Bldg., Suite 631, 334 Meeting St. Area Code 803 Tel. 577-4171.

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SAN JUAN, P.R., 00902, Room 100, Post Office Bldg. Phone 723-4640.

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